

International Tourist Guide



For Further Information Write to International
Headquarters

JEFFERSON HIGHWAY ASSOCIATION
Touring Information Bureau
St. Joseph, Mo.

**All-the-Year Vacation Route of America
From Pine to Palm**

JEFFERSON HIGHWAY

(International)

NEW ORLEANS TO WINNIPEG

This Highway was organized in November, 1915, at New Orleans, Louisiana. It was organized for the dual purpose of providing a great north and south highway and to honor the name of Thomas Jefferson for the part he took in the Louisiana Purchase.

The original conception was formed at Des Moines, Iowa, by E. T. Meredith, former Secretary of Agriculture, but for sentimental reasons the organization meeting was called at New Orleans.

The first thought was to have the course of the Jefferson Highway entirely in the Louisiana Purchase, but that was sentiment. When the time came to actually lay the course it was found to have slipped over into Texas and gotten east of the Mississippi River for a space, in Minnesota.

While the claim is not made that the Jefferson Highway is a 365-day road throughout its length, yet at least half of this highway can be traveled under most any weather condition. We are pleased to inform the motoring public, however, that the Jefferson Highway has been incorporated into the state primary system of each of the seven states traversed, and this fact will insure an all-the-year highway just as quickly as these projects are completed.

The way is blazed by over two thousand metal signs and over twenty thousand pole marks and monograms.

As it winds its way south from Winnipeg the Jefferson traverses the rich area of the great glacial deposits in Manitoba, through Minnesota southward until it comes to the upthrust of the Ozark Mountains, thence its trend is westward around the western spurs of these mountains till it crosses the Red River into Texas at Denison. From there it takes a southeasterly course through Louisiana over the alluvial deposit of the Red and Mississippi rivers.

In its course the Jefferson not only traverses the heart of the richest country on the globe, but also one filled with romance and sentiment.

Index of Cities

[Refer to Page 48 for Index of Sectional Maps]

MINNESOTA	Page	IOWA	Page
Albert Lea	13-15	Ames	17
Anoka	11	Chapin	15
Bagley	5	Davis City	19
Becker	11	Des Moines	17-19
Bemidji	5-9	Hampton	15
Big Lake	11	Hubbard	17
Bronson	3	Huxley	17
Brooks	5	Indianola	19
Castle Rock	13	Iowa Falls	15-17
Champlin	11	Kensett	15
Clearbrook	5	Lamoni	19
Clear Lake	11	Leon	19
Cushing	9	Liberty	19
Dundas	13	Manley	15
Elk River	11	Mason City	15
Faribault	13	Nevada	17
Farmington	13	Northwood	15
Geneva	13	Osceola	19
Glenville	15	Rockwell	15
Gonvick	5	Sheffield	15
Gully	5	Summerset	19
Hallock	3	Zearing	17
Halma	3		
Itasca State Park.....	9		
Karlstad	3		
Lakeville	13		
Lincoln	9		
Little Falls	9-11		
Medford	13		
Menahga	9		
Minneapolis	11-13		
Motley	9		
Northfield	13		
Northcote	3		
Noyes	3		
Oklee	5		
Osseo	11		
Owatonna	13		
Park Rapids	9		
Randall	9		
Red Lake Falls.....	5		
Rice	11		
Robbinsdale	11		
Rosemount	13		
Royalton	11		
Sauk Rapids	11		
Sebekka	9		
Shevlin	5		
Solway	5		
Staples	9		
St. Cloud	11		
St. Hilaire	5		
St. Paul	11-13		
St. Vincent	3		
Terre Bonne	5		
Thief River Falls.....	3-5		
Trail	5		
Verndale	9		
Wadena	9		
Westcott	13		
Wilton	5		

MISSOURI	Page
Adrian	25
Albany	19
Archie	25
Arthur	25
Avenue City	19
Bethany	19
Boston	29
Butler	25
Cameron	19-21
Carl Junction	29
Cartersville	29
Carthage	29
Dearborn	21
Eagleville	19
Edgerton	21
Faucett	21
Gashland	21
Grayson	21
Harrisonville	25
Horton	25
Irwin	29
Jasper	29
Joplin	29
Kansas City	21-25
Keystone	21
King City	19
Lamar	29
Leeds	25
Lees Summit	25
Little Blue	25
Milo	29
Nashua	21
Nevada	25-29
New Hampton	19
North Kansas City.....	21
Passaic	25
Pattonsburg	19
Perrin	21
Plattsburg	21

(Continued on next page)

Index of Cities

(Continued)

[Refer to Page 48 for Index of Sectional Maps]

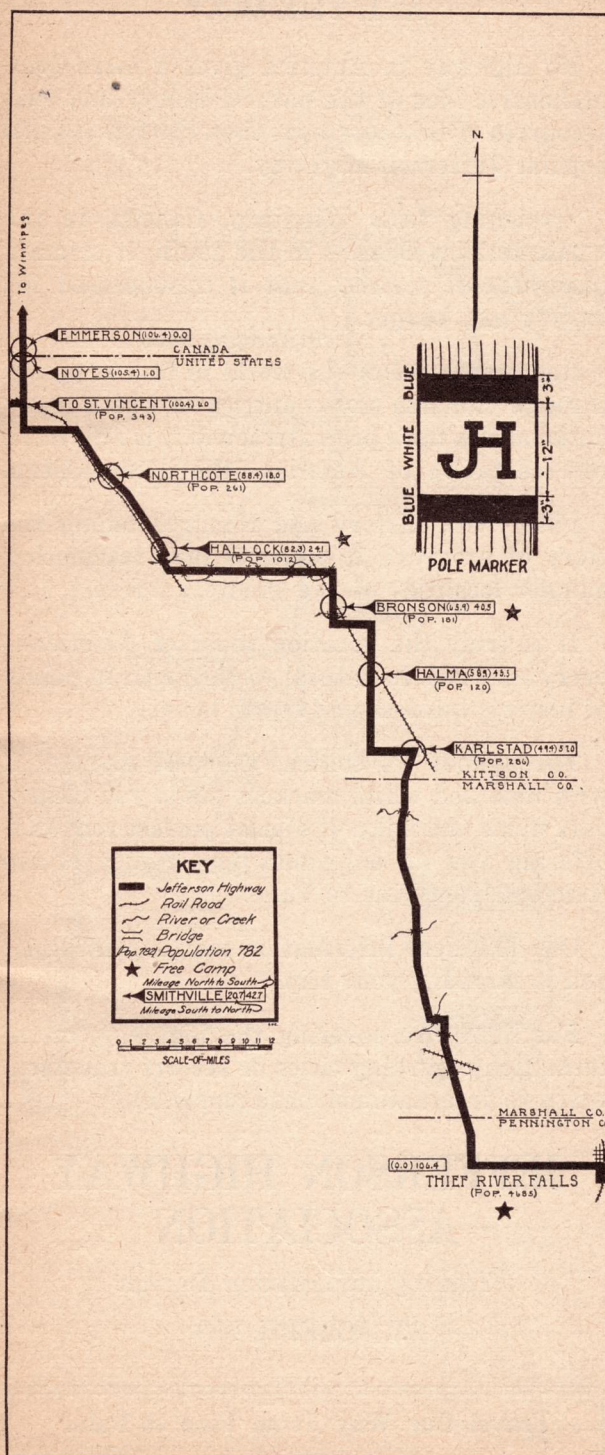
MISSOURI—Cont.	Page	OKLAHOMA— Cont.	Page
Raytown	25	Oktaha	31
Rich Hill	25	Onapa	31
Rochester	19	Picher	29
Sheldon	29	Pryor	31
Smithville	21	Savanna	33
Stanberry	19	Stringtown	33
St. Joseph	19-21	Vinita	31
Trimble	21	Wagoner	31
Union Star	19	Welch	31
Webb City	29		
Winston	19		
KANSAS		TEXAS	
Arcadia	29	Ambrose	35
Arma	29	Bells	35
Baxter Springs	29	Bonham	35
Bonita	25	Cober	35
Cadmus	25	Denison	33-35
Crestline	29	Ector	35
Croweburg	29	Gilmer	37
Franklin	29	Gladewater	37
Frontenac	29	Greenville	35
Ft. Scott	25-29	Jonesville	37
Fulton	25	Longview	37
Galena	29	Marshall	37
Hammond	25	Mt. Pleasant	35-37
Hillsdale	25	Mt. Vernon	35
Lenexa	25	Pittsburg	37
Louisburg	25	Saltillo	35
Lowell	29	Savoy	35
Manly	25	Scottsville	37
Mound City	25	Sulphur Springs	35
Olathe	25	Waskom	37
Osawatomie	25	Weaver	35
Opolis	29	Winnfield	35
Paola	25	Wolfe City	35
Pittsburg	29		
Pleasanton	25	LOUISIANA	
Prescott	25	Alexandria	41
Rosedale	25	Baton Rouge	43-45
Stanley	25	Bunkie	41-43
Stilwell	25	Burnside	45
Shawnee	25	Cheneyville	41
Spring Hill	25	Colfax	41
		Dutch Town	45
		Fordoché	43
		Garyville	45
		Geismar	45
		Grand Cane	39
		Hope Villa	45
		Lecompte	41
		Keithville	39
		Kenner	45
		La Place	45
		Lutcher	45
		Mansfield	39
		Maringouin	43
		Marthaville	39
		Melville	43
		Montgomery	41
		Morrow	43
		Nachitoches	39-41
		New Orleans	45
		Palmetto	43
		Pleasant Hill	39
		Robeline	39
		Rosedale	43
		Shreveport	37-39
		Stonewall	39
		Tioga	39
OKLAHOMA			
Adair	31		
Armstrong	33		
Atoka	33		
Big Cabin	31		
Caddo	33		
Calera	33		
Canadian	31		
Caney	33		
Checotah	31		
Choteau	31		
Colbert	33		
Crowder	31		
Durant	33		
Eufaula	31		
Gibson	31		
Kiowa	33		
Mazie	31		
McAlester	31-33		
Miami	29-31		
Muskogee	31		
North Muskogee	31		

[Stars on Sectional Maps Indicate Tourist Camps]

Travel Our Way From Pine to Palm

Section 1

Emerson, Canada, to Thief River Falls, Minn.
106.4 miles.



JEFFERSON HIGHWAY ALL THE WAY

No highway in America gives a more comprehensive idea of the natural beauty and vast resources of this continent than the famous and popular Jefferson Highway.

Stretching from Winnipeg, Canada, in the north, to New Orleans in the south, it offers a panorama of scenery that is unsurpassed for variety and beauty.

Representative of the world in that it passes through climates and countries to which many nationalities have been attracted, it is still more representative of America—the cosmopolitan.

Filled with history and romance telling the story of progress, it presents in a fascinating manner localities of the greatest interest.

It is truly the vacation route of America—every mile rich in natural wealth, rich in points of historic interest and scenic beauty.

Throughout its course, the J-H monogram with blue and white markers guide you clearly over miles and miles of almost perfect roadway, offering you an enjoyable opportunity to see America from Pine to Palm.

Our travelers information bureau will assist you in planning your trip.

For literature covering the highway, or information regarding cities or resorts traversed, write to international headquarters:

JEFFERSON HIGHWAY ASSOCIATION

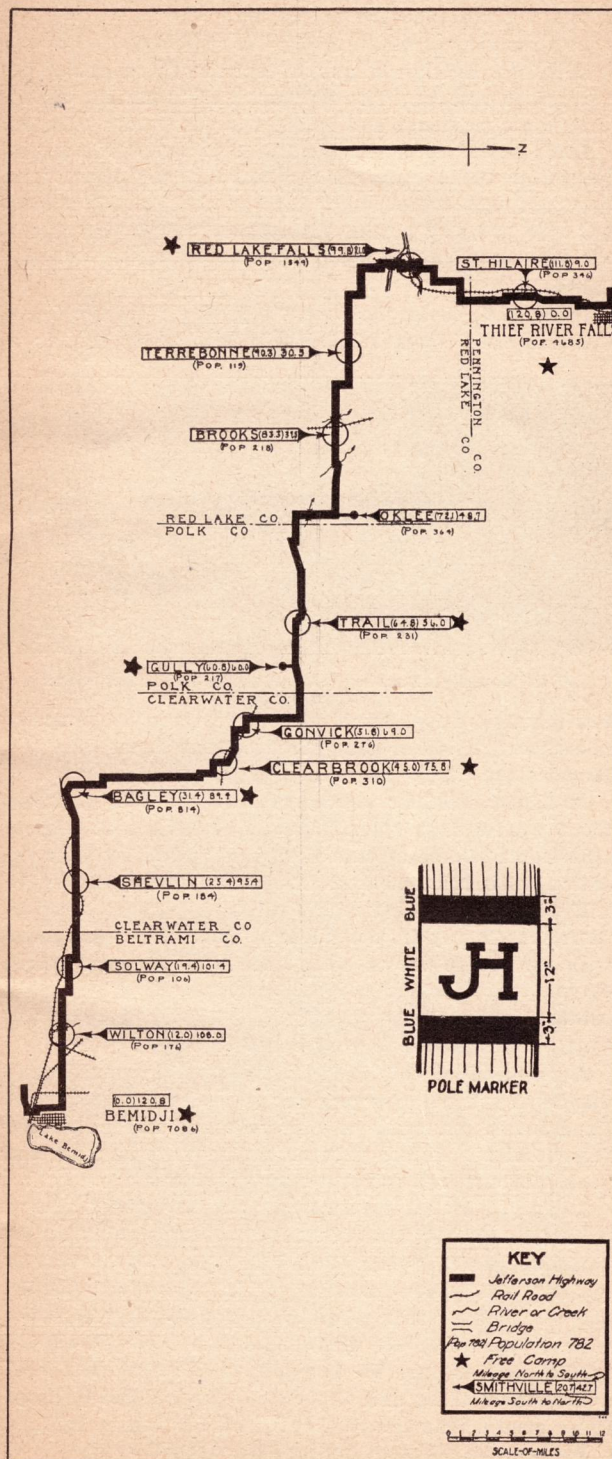
Touring Information Bureau

ST. JOSEPH, MO.

Travel Our Way From Pine to Palm

Section 2

Thief River Falls, Minn., to Bemidji, Minn.
120.8 miles.



LITTLE FALLS, MINN.

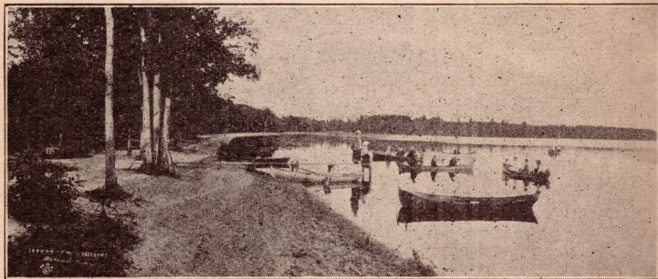
MORRISON COUNTY

Morrison County has a strong appeal to the man on a vacation for pleasure or the man who is looking for a new location in which to buy his new farm and home.

Morrison County is one of the large counties in Central Minnesota. The southern half is prairie, dotted with beautiful farms and homes and prosperous villages.

Little Falls, the county seat, a city of 7,000, is in the center of the county on the Mississippi River. The northern half of the county has had considerable timber but this is being rapidly cleared away and fine farms are now built or are being built out of the low priced lands.

Little Falls is on the concrete paving from the Twin Cities north. From Little Falls the tourist can, in a



Fine Boating, Bathing and Fishing in Lakes Near Little Falls

few minutes' drive, reach any one or more of our many lakes, west, north or east. Some of the finest Pike and Muskies are caught in our nearby lakes.

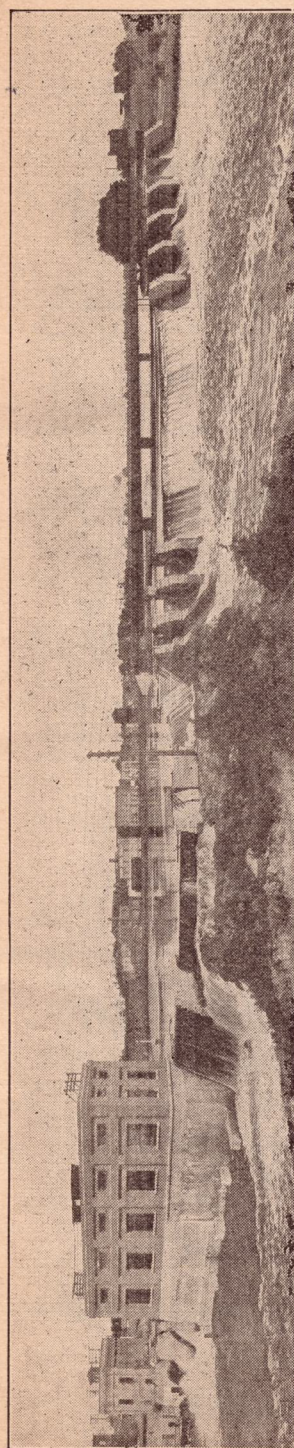
At Little Falls the tourist will find two fine camping sites, good hotels, splendid accommodations at reasonable rates. Come up into the pines and enjoy your vacation with rod and reel and a good camping outfit.

If you like to hunt wild fowl or big game come to Morrison County in the fall and spend a week or two with us. Camp out on some one of our pleasant lakes. Forget your troubles or cares, get away from the daily grind. Get out in the open and really play, have a good time, hunt and fish to your heart's content.

A vacation of this kind in the pine forests around our lakes will put new pep into you, clear out your soot lined lungs, put color in your face and red corpuscles in your blood. It will put you in trim to go back to that desk of yours and fairly eat up the work.

Don't put off taking that vacation, it doesn't always pay. The old Morgan of Wall Street fame said that he could do twelve months' work in nine months but he couldn't do twelve months' work in twelve months. Don't be like the man who always boasted that he never took a vacation. He died and his widow put on his tombstone this line, "He has gone on his first vacation," a wag came along and wrote underneath "And he's apt to be gone a long time." We'll look for you in 1923.

Yours for a pleasant outing—Morrison County.



LITTLE FALLS, MINN.

10,000 HORSE POWER Dam and Power house which furnishes LIGHT, HEAT and POWER in LITTLE FALLS and its vicinity, owned and operated by the Little Falls Water Power Company, the only large Minnesota Company generating all of its electricity hydraulically.

Have 24,000 additional horsepower under development, for which a market is needed. DO YOU NEED POWER?

THE BUCKMAN

LITTLE FALLS, MINN.

ON THE JEFFERSON PAVED HIGHWAY

"TOURIST'S TAVERN"

Auto Club Headquarters
Road and Resort Information

PALMER NELSON, Manager.

FORD SALES AND SERVICE**E. A. Berg & Company**

LITTLE FALLS, MINN.

Energy Gasoline—Puritan Motor Oil

Storage at reasonable prices

THE SAND CAFE

LITTLE FALLS, MINN.

Serve Regular Dinners
11:00 A.M. to 3:00 P.M.

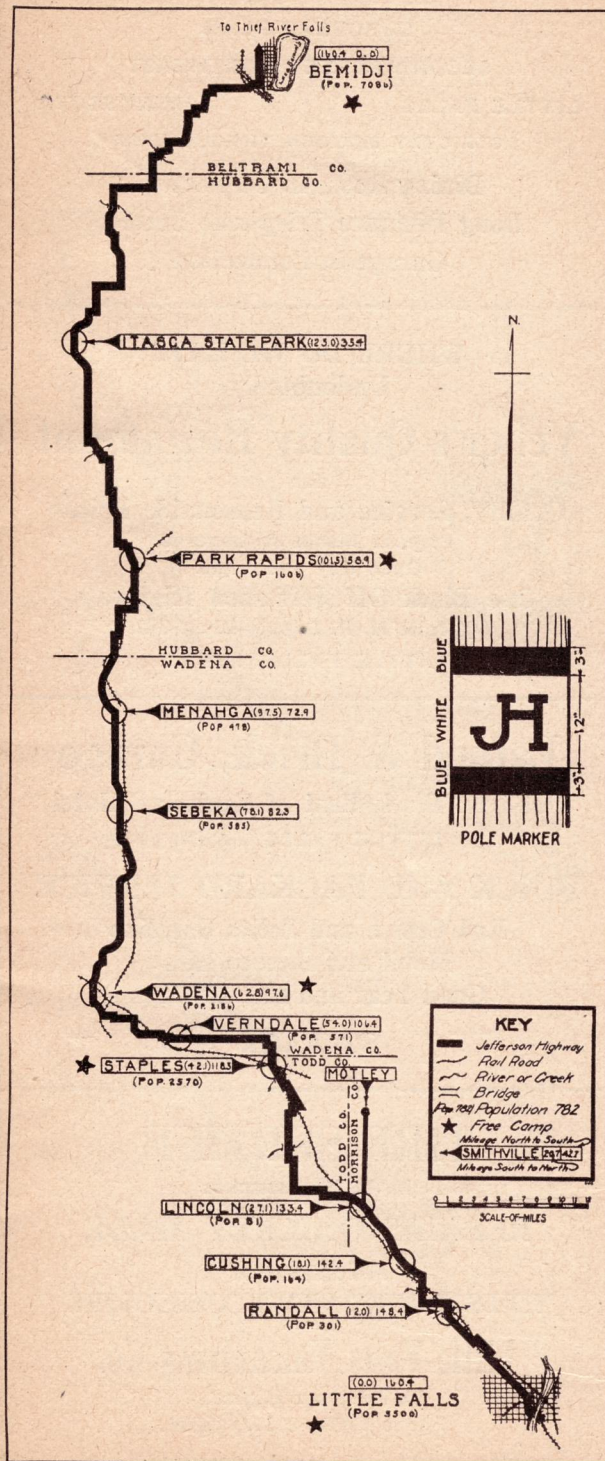
Home-Made Bread and Pastry

Short Orders and Lunches at All Hours

On Jefferson Highway

Section 3

Bemidji, Minn., to Little Falls, Minn.
160.4 miles.



Mueller's Hotel

EUROPEAN PLAN

SECOND STREET NORTHEAST

LITTLE FALLS,

MINNESOTA

STRICTLY MODERN THROUGHOUT

Dining Room in Connection

Long Distance Telephone Service

Garage in Connection

WHERE DO WE EAT?

Undoubtedly

Vener's Quality Restaurant

for

Quality, Service and Reasonable Prices

Regular Meals or Lunches

Open Day and Night

One Block Off Jefferson Highway

Opposite N. P. Depot—West Side

LITTLE FALLS, MINN.

Lafond & Brick, Garage

One-half Block East of Buckman Hotel

LITTLE FALLS, MINN.

BUICK AND PACKARD SERVICE

Red Crown and Solite Gasoline

Mobil and Sunoco Oils

Good Year and Racine Tires

STORAGE

TIRE SERVICE

In All Its Branches

REPAIRS QUICKLY MADE

A full line of

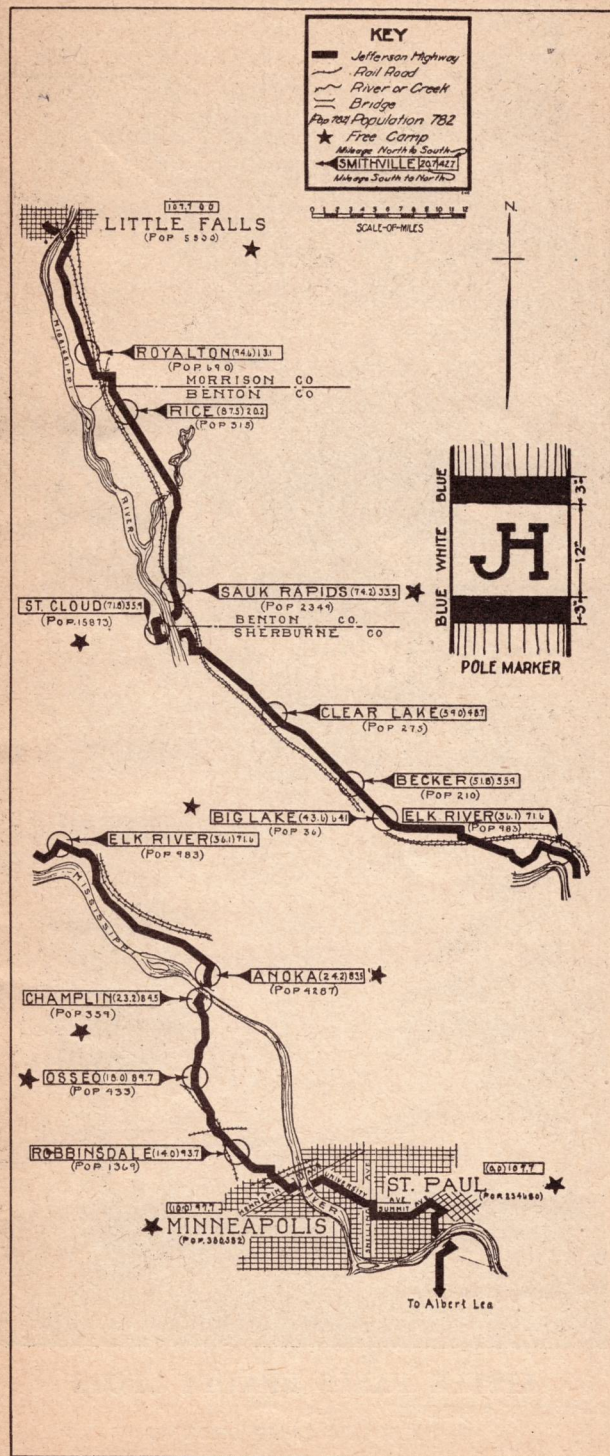
TIRES, TUBES AND ACCESSORIES

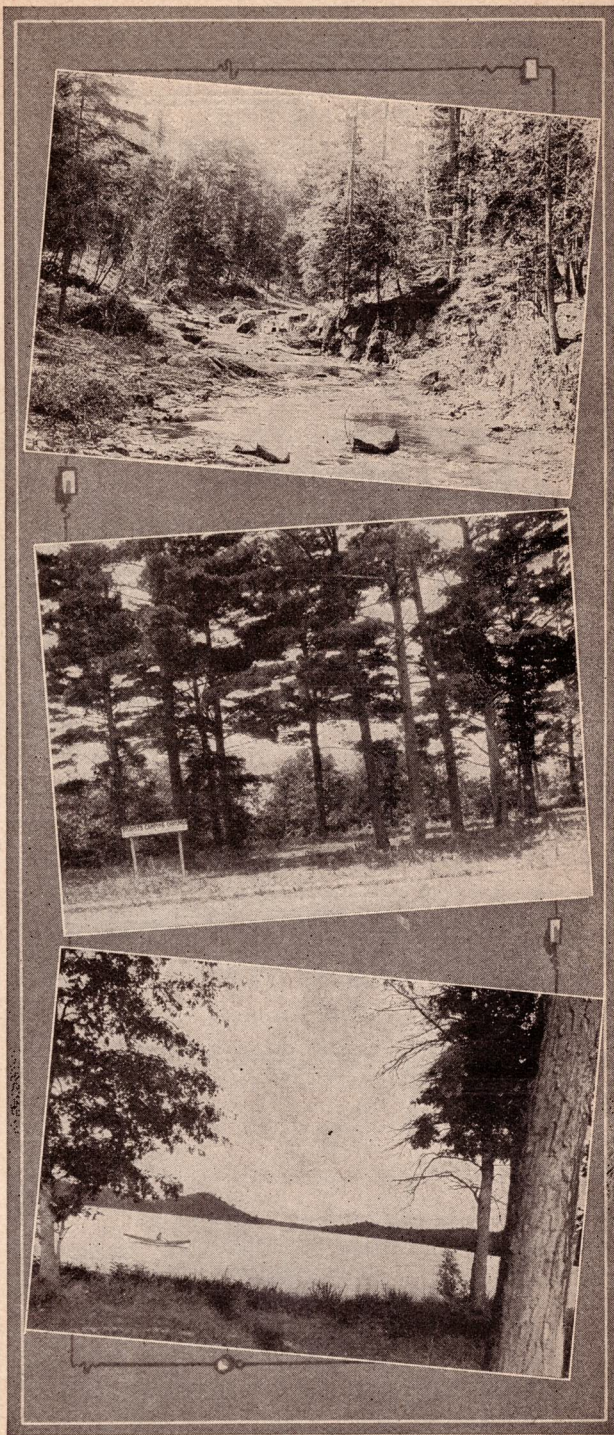
Little Falls Vulcanizing Co.

On Jefferson Highway

Phone 164W, 313W, 132W

Section 4

Little Falls, Minn., to St. Paul, Minn.
107.7 miles.

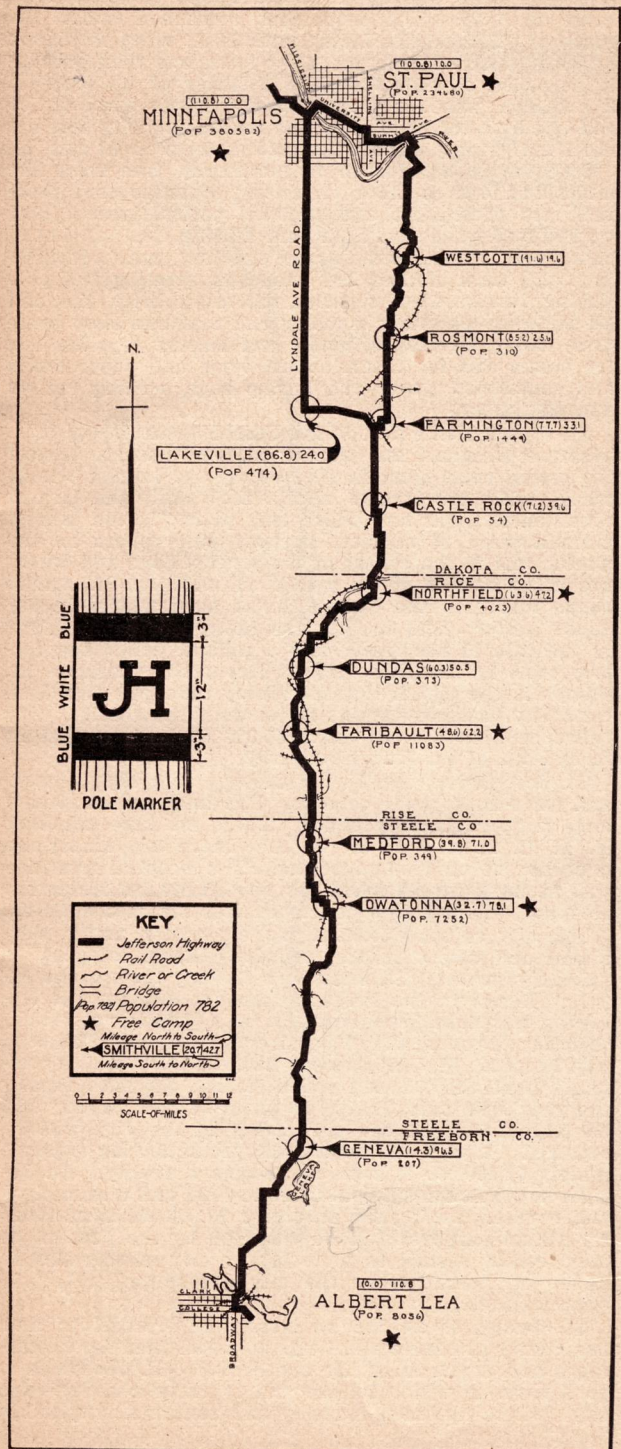


LITTLE FALLS BEAUTY SPOTS

- 1—TROUT STREAM
 2—TOURIST'S CAMP GROUND
 3—FISH TRAP LAKE

Section 5

Minneapolis and St. Paul, to Albert Lea, Minn.
 110.8 miles.



ST. JOSEPH, MO.

The City of St. Joseph had its beginning as an Indian trading post known as "Blacksnake Hills." Joseph Robidoux, who was the first white man to settle here, came in 1826. The settlement continued under the name of "Blacksnake Hills" until 1843, when Robidoux had it platted. The name of the town was then officially recorded as "St. Joseph," in honor of its founder. St. Joseph was the first Missouri River town to be reached by a railroad. For this reason this city was the chief outfitting point for the gold seekers of '49 and '50.

Industrially St. Joseph is practically free from the strife incident to labor troubles. Manufactured products are diversified and include packed meats and varied food products, flour and milling, leather, boots, shoes and trunks, harness and saddlery, men's furnishings and work clothes, hat and caps, printing and publishing, furniture and fixtures, mill work, brick, tile, and all building materials, foundry and machine shop products, candy, beverages, butter and bakery supplies, ice, ice cream and ice cream cones, wood and paper boxes and containers, paper and burlap bags, writing tablets and stationery.

St. Joseph ranks first in the United States in the manufacture of school and writing tablets; has the largest ice cream cone plant in the world; the largest winter wheat mill; the largest alfalfa feed mill; the largest ornamental pillar and white way plant; is the largest manufacturer of saddles, harness and collars in the world; and is the center of the largest corn and wheat producing section of the world. In addition, St. Joseph ranks fourth in the United States as a wholesale dry goods center; fifth in the manufacture of candy; fifth in the sale of hardware; has a million dollar bag factory, and is the fifth largest live stock market. St. Joseph is the eighth city in railway mileage. One hundred fifty passenger trains arrive and depart daily. Our railroads handle more than 250,000 carloads of freight in and out of St. Joseph annually.

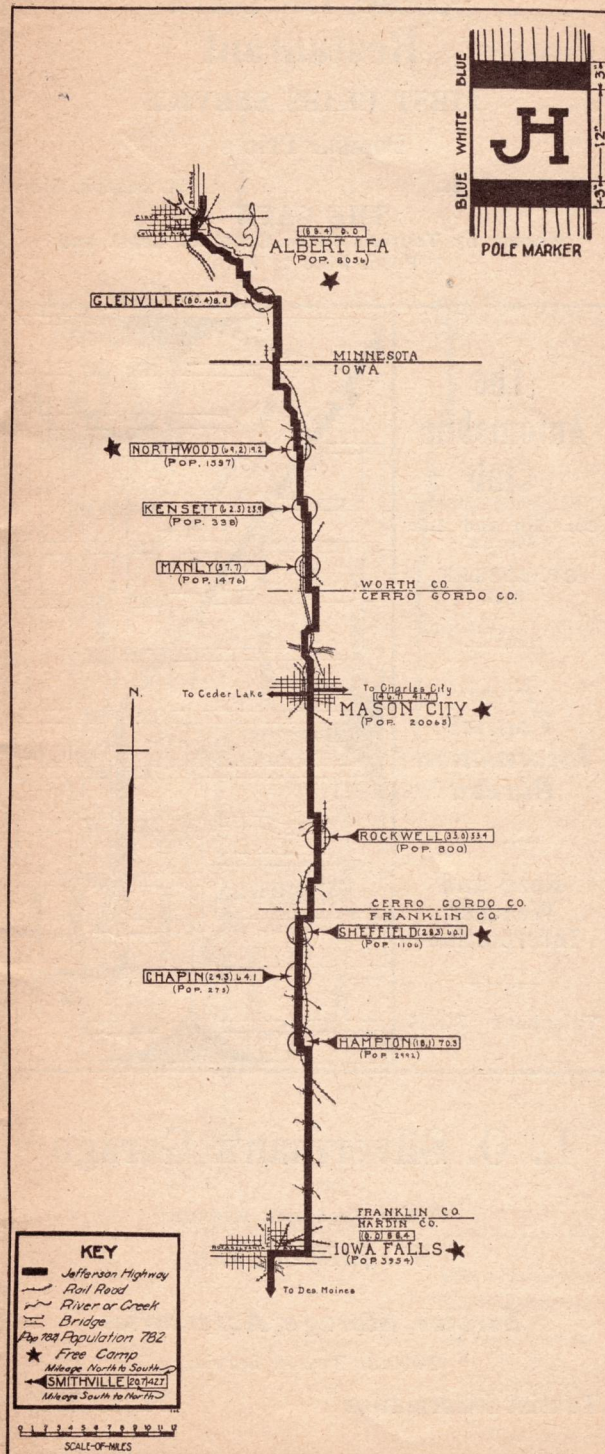
St. Joseph has one Junior College, five high schools and forty-three grade schools. The total school attendance is approximately 18,000. There are here excellent Y. M. C. A. and Y. W. C. A. There are ninety-one churches of all denominations. The hospital facilities will be unsurpassed when the new \$1,000,000 Methodist Hospital, which is now under construction, is completed.

The city enjoys excellent gas, electricity, water, telephone and street railway service. Each company is privately owned. St. Joseph is looking toward the future. Bonds in the following amount and for the following purposes have recently been voted: city hall, \$750,000; sewers, \$795,000; fire department, \$240,000; city hospital, \$195,000; street flushers, \$30,000; city asphalt plant, \$25,000, and police station, \$45,000. During the year 1923 over \$1,000,000 worth of new paving will be laid and all of the old paving of the city will be repaired. A park and boulevard system costing approximately \$3,000,000 is soon to become a reality. St. Joseph now has a municipal athletic field and a municipal golf course. During the autumn a \$3,000,000 bond issue for school purposes will be voted on by the people. A civic center second to none in any city of this size is under consideration by the city authorities and civic organizations.

St. Joseph is neither so large that friendships and hospitality are impossible, nor so small that the advantages and comforts of life are denied. St. Joseph is a good town in which to live and to make a living—the city "where northern industry and southern hospitality meet."

Section 6

Albert Lea, Minn., to Iowa Falls, Iowa.
88.4 miles



Official A. A. A. Cafe

Telephone 6-1310

Gene Burson's Restaurant

FIRST CLASS SERVICE

Popular Prices

420 Francis St.

St. Joseph, Mo.

THE CAFE

Known by Tourists From Coast to Coast and
From Pine to Palm

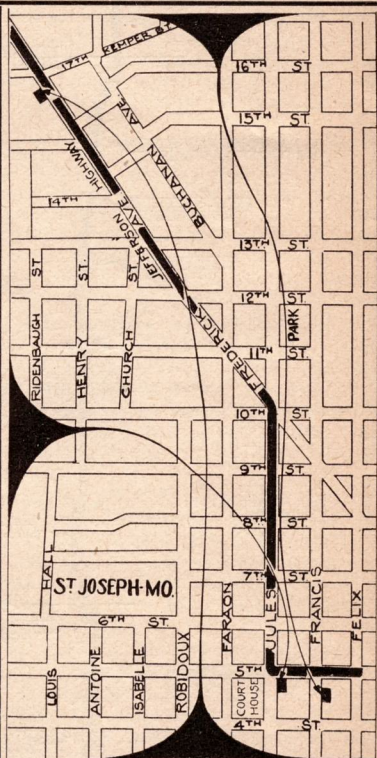
The Automobile Club

Cor. 5th and Jule
StreetsST. JOSEPH,
MO.

Free
Tourist
Information
Bureau

Road and
Weather
Information

Telephone 6-3114



L. O. Silverman's Garage

1619-21 Frederick Avenue

ST. JOSEPH, MO.

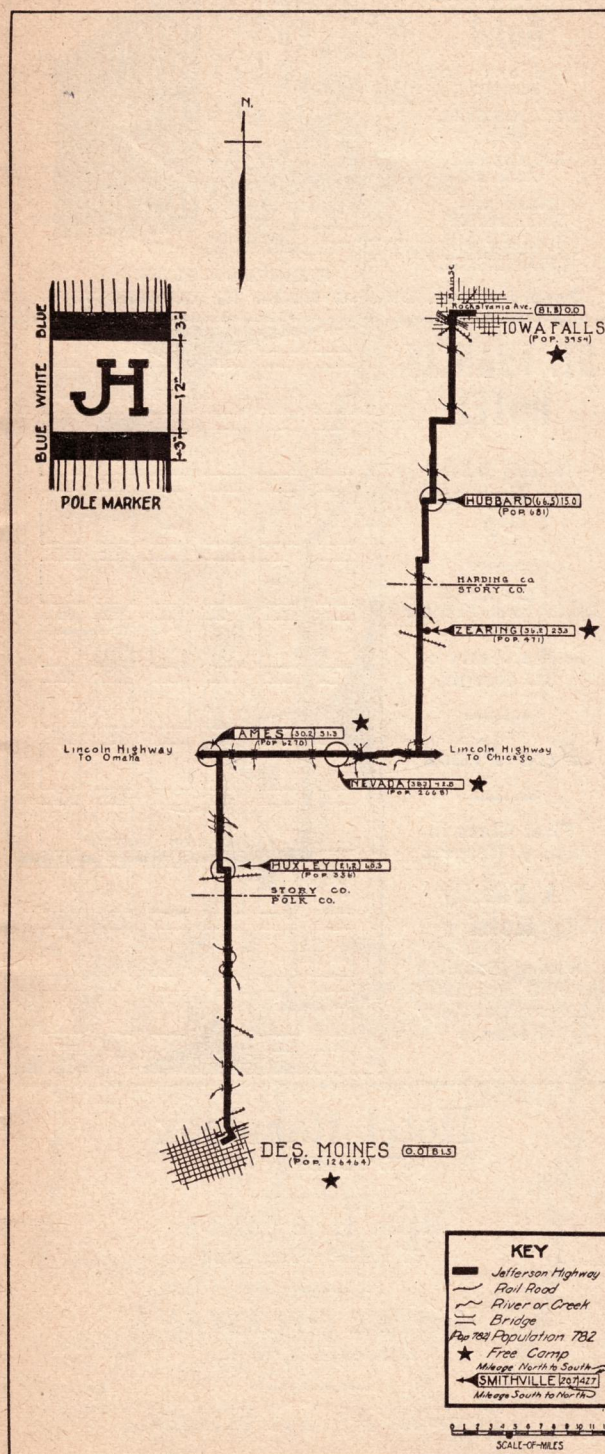
Service, Storage, Accessories

24-Hour Tow-in Service

Tourist Information

Phone 5500

Section 7

Iowa Falls, Iowa, to Des Moines, Iowa,
81.5 miles.

RATES \$1.00 AND UP

EVERYTHING MODERN

Woodland Hotel

Third and Jule Streets

ST. JOSEPH, MO.

All Outside Rooms

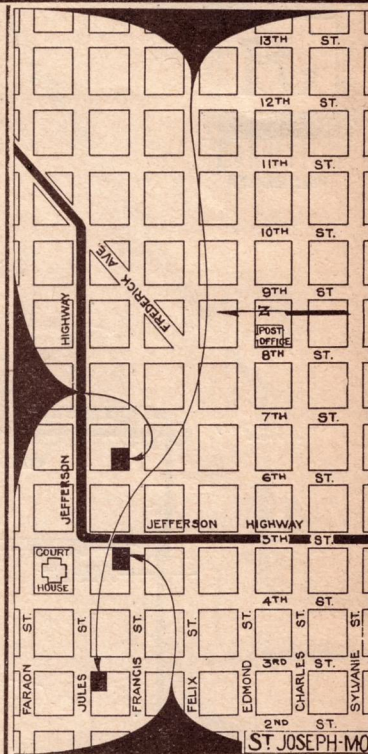
Clean and Comfortable

LEE CHADDUCK,

Owner and Prop. DINING ROOM IN CONNECTION



ST. FRANCIS HOTEL

Rates \$1.50
Per Day and
UpCorner
Sixth and Francis
StreetsIn the Heart of
St. Joseph**Fire Proof**First Class in
Every RespectA Family
HotelWhere Tourists
Will Receive
Every Courtesy
Possible

Hotel Robidoux

ST. JOSEPH, MO.

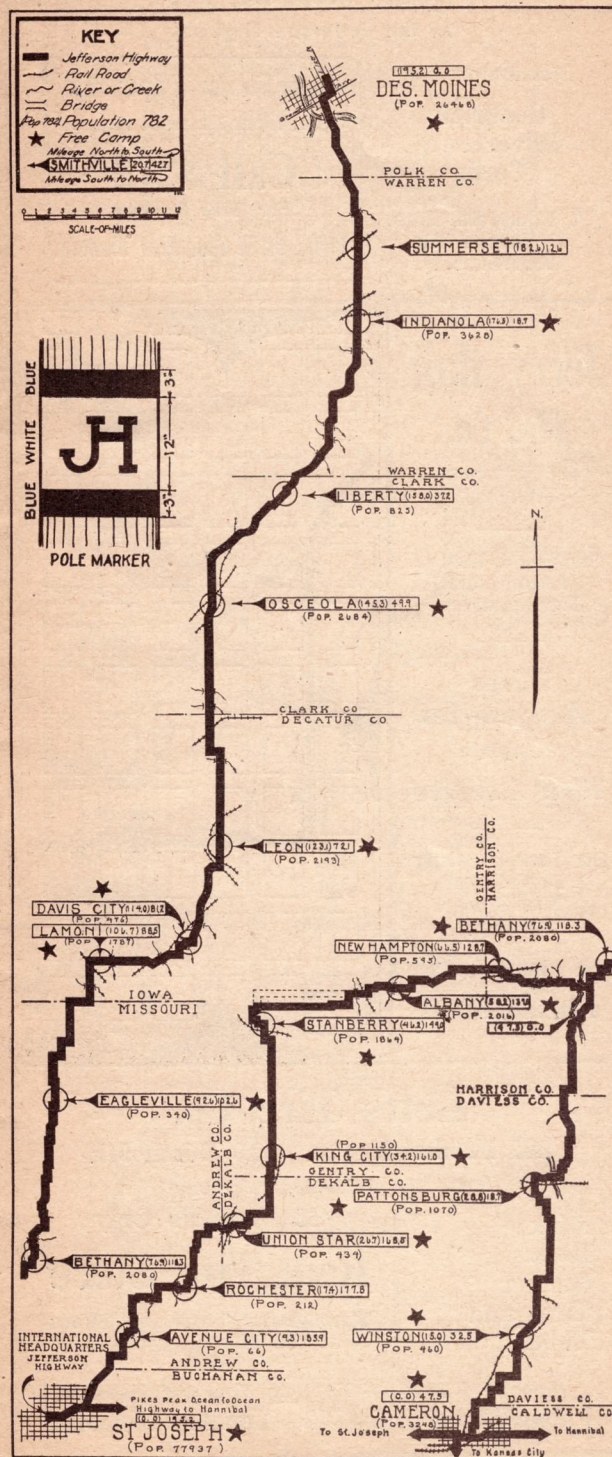
Rates \$1.50 and Up
C. NEIP, Proprietor

HOTEL DYCKMAN

Minneapolis, Minn.

Tourists Always Welcome

Section 8

Des Moines, Iowa, to St. Joseph, Mo. 195.2 miles.
Des Moines, Iowa, to Cameron, Mo., 165.8 miles.

Geiger-White Tire Service

1000-02 Frederick Ave.

On the Jefferson Highway

Distributors for

**Goodrich
Silvertown
Cords**

A Complete Line
of Automobile
Accessories

Road Service a Specialty

Open from 7 a. m. to 10 p. m.

Call 8272

For Tire Service

Invite Us to Your Next Blowout

Jerry Hall Tire Co.

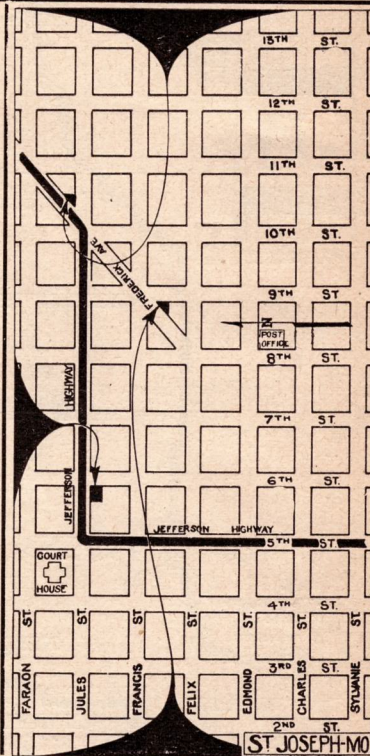
On Jefferson
Highway

One Block East of
Automobile
Headquarters

**Tires
Accessories
Complete
Tire Service**

St. Joseph's Only
Downtown
Tire Store

6th and Jule Sts.
Phone 5050



Letts Tire Co.

822 Frederick Ave. 110 North 9th

On the Jefferson Highway

Ajax
Iowa
Quaker
Tires and
Tubes

St. Joseph's Only

Real Tire Store

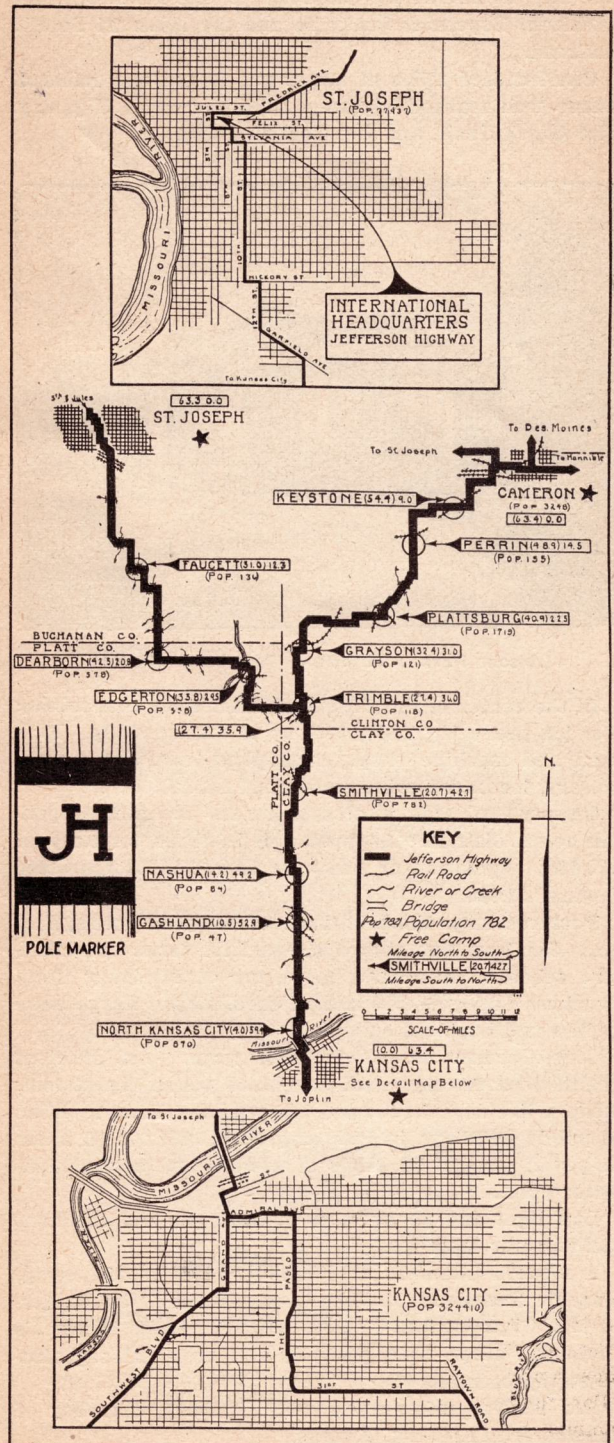
For Quality Tires and Tubes
at the Most Reasonable
Prices

Special Attention Given to Tourists' Needs
Phone 6-0294 or 6-4873 You Are Welcome

Section 9

St. Joseph, Mo., to Kansas City, Mo., 63.3 miles.

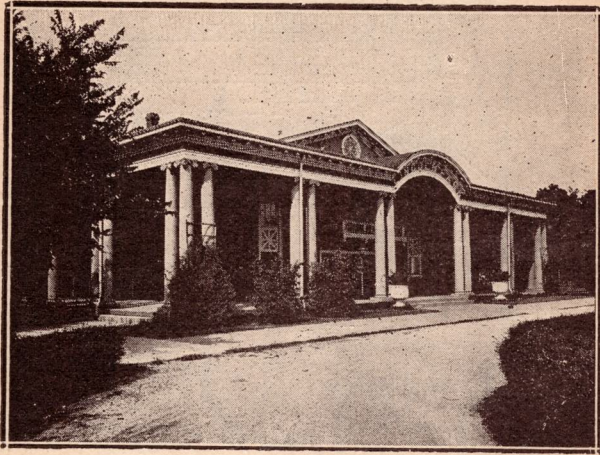
Cameron, Mo., to Kansas City, Mo., 63.4 miles.



PITTSBURG, KAN.

Pittsburg City, Crawford County, Kansas, on the Kansas City Southern, the St. Louis & San Francisco, the Atchison, Topeka & Santa Fe and the Missouri Pacific Railroad.

One hundred miles of street and interurban railroad. Three well marked highways, The Jefferson Highway, The Ozark Trail, and the Coal-oil Hi-wa.



Lincoln Park Auditorium, Pittsburg, Kansas

In the center of the Pittsburg bituminous coal mining district, producing 7,500,000 tons of coal annually. Railroad and machine shops, steel plant, tile, sewer pipe, pottery, ice, meat, mine equipment manufactured.

Twenty-two large wholesale houses and a metropolitan retail district. A population in trade territory of 150,000; population of Pittsburg City, 23,000; Crawford County, 63,000.

Fourteen large financial institutions, good hotels, first class theatres, fine churches, beautiful parks and excellent schools. Pittsburg, the home of Pittsburg State Teachers College—4500 annual enrollment. Large automobile and business colleges.

City Government Commission form. An efficient health department, a well organized police department, modern fire department and large public library. Value of public buildings in Pittsburg, \$2,817,315.00; 62 miles of paved streets, 33 miles of sewers and a municipal water plant.

Low light and phone rates, natural gas and excellent facilities for factories.

A modern Chamber of Commerce, free tourist camp, Masonic Temple, Elks Club, Athletic Park, Retail Merchants Organization, Rotary, Kiwanis, Lions, Women's Clubs, all other civic, patriotic and fraternal organizations represented.

For further information call Pittsburg Chamber of Commerce, Pittsburg, Kansas.

WEBB CITY, MO.

Webb City, located on the Frisco and Missouri Pacific railroads, is in the center of Jasper county and has a population of 8,000. The hub of a trade center of twenty miles radius, she is connected with other towns in the county by hard surfaced highways, and an interurban electric line that extends to the county seat, Carthage, ten miles away, and penetrates the Oklahoma district as far as Miami, Okla.

Webb City has natural gas, electric power, paved streets, fine churches, first-class schools, splendid lodge organizations, civic clubs and social centers, public library, a city hospital, and more than one hundred business houses, shoe factory, garment factory, second largest cigar factory in the middle west, a box factory, ice plant, theatre, and an active Chamber of Commerce.

Her people are friendly, energetic, and of a high type. No foreign, or negro population. She offers great opportunity to the investors seeking good agricultural lands, and her mining lands, which during the slump after the war were idle, have been released, and operation on same will be in progress by the end of the year.

Webb City is a member of the Ozark Playground Association, and is on the Jefferson Highway and Ozark Trails.



SALES AND SERVICE

Watch for the Big Buick Sign

North side of Broadway (On Jefferson Highway)

Ladies' Rest Room

Empire Auto Co.

Telephone 89

WEBB CITY, MO.

See Us First

All Night Service
Tourists Welcome

Burwick's Garage

(On the Jefferson Highway)

203 Main St., Webb City, Mo.

Telephone 758

Tires and Accessories

Road Service

Free Air

E. M. Wilhoit Oil Co.

D. H. CLARK, Manager

Gasoline, Oils, Greases

Free Water—Free Air—Tourists Welcome

On Jefferson Highway
South Side of Broadway

Webb City, Mo.

The Midland Refining Co.

(Farther on Less)

High Grade Gasoline and Oils sold by EXPERT and COURTEOUS Service Station Attendants, Rendering A-1 SERVICE, Will Give You Immeasurable Satisfaction.

FREE AIR
WATER
CRANK CASE SERVICE

10th St. and Broadway—Rose St. and Broadway
PITTSBURG, KANSAS

At Pittsburg, Kan.

you will find the

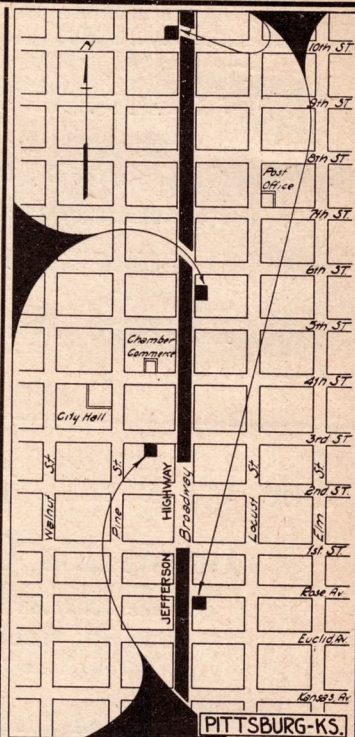
**Bee
Hive
Cafe**

514 N. Broadway
and

**BUSSEY'S
CAFETERIA**

Upstairs

OTTO BROS. AND
BUSSEY,
Proprietors



Shriver Tire Co.

105 West Third St.
Pittsburg, Kansas

GOODYEAR

Auto and Truck Tires

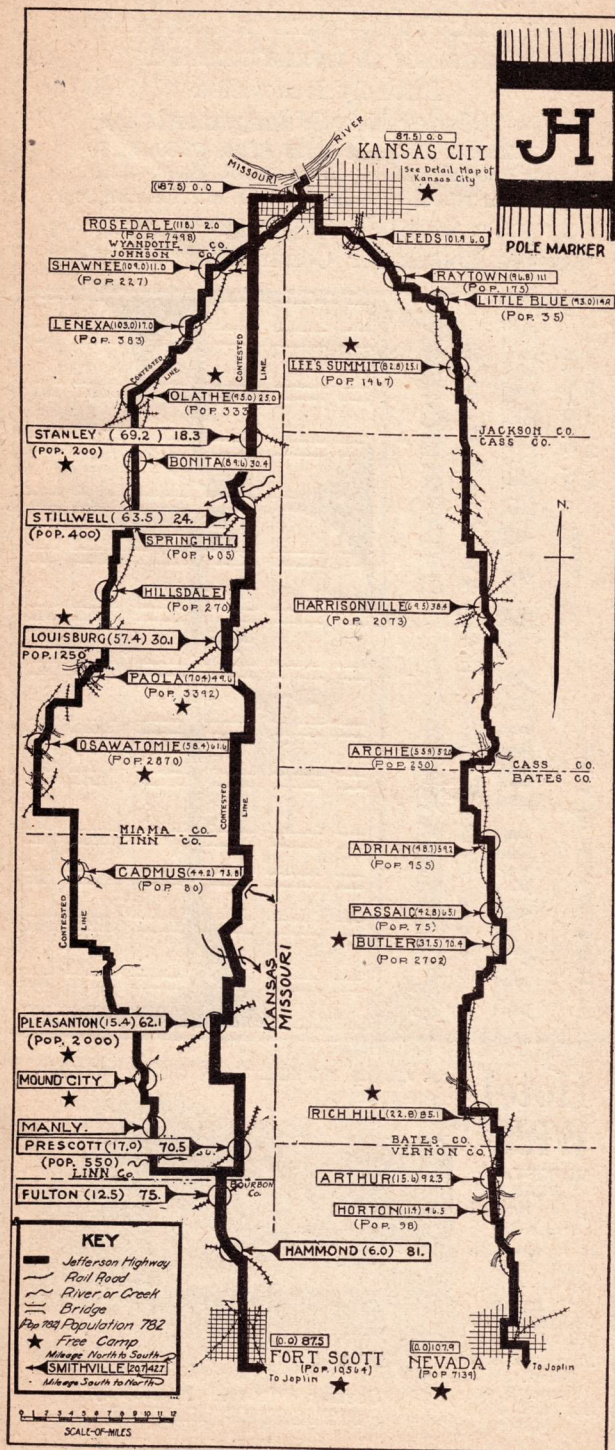
Road Service

Telephone 896

Section 10

Kansas City, Mo., to Fort Scott, Kansas,
87.5 miles.

To Nevada, Mo., 107.9 miles.



STILWELL HOTEL

Pittsburg's Leading Hotel

EUROPEAN PLAN—CAFE IN CONNECTION

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Under New Management

53 Rooms Without Bath \$1.00, \$1.50, \$2.50

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Barber and Thomson, Props. J. W. Thomson, Mgr.

Corner 7th and Broadway

Sample Rooms for Commercial Travelers

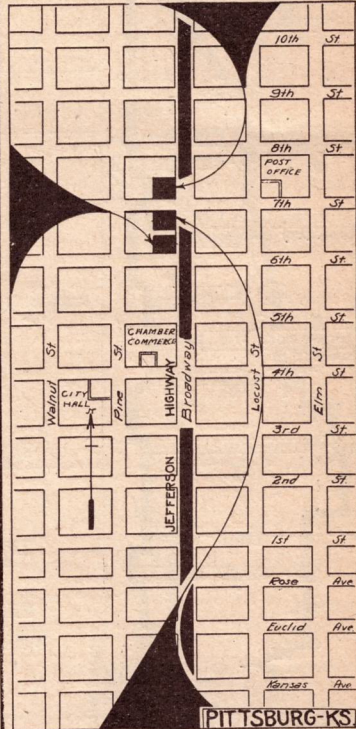
{ A. H. SAWTELL
Mgrs. } W. P. BLACK

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A Good Place To Stop When Tired and Hungry

PITTSBURG, KAN.
6th and Broadway

RATES \$1.00 PER DAY UP



Hotel Wick

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PLAN
H. O. WICK
Proprietor

41 Rooms with
Bath, \$1.50,
\$1.75, \$2.00

33 Rooms
Without Bath,
\$1.00, \$1.25

All rooms have
Telephone,
Steam Heat
Hot and Cold
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PITTSBURG, KANSAS

"A GOOD HOTEL IN A GOOD TOWN"
Pittsburg's
New Hotel

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Where the Ice is taken out of

SERVICE

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**The Chevrolet The Studebaker
and Automotive Necessities**

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Motor Co.**

Cadillac

Willys

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Store With Us
and Have Your
Car Inspected

SERVICE With
a Smile

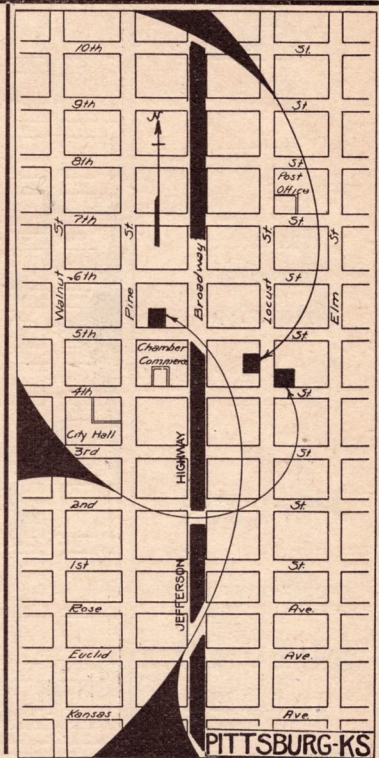
**Tires and
Accessories**

402-406 N.

Locust St.

(Auto Row)

PHONE 40



Sales and Service

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ACCESSORIES**

**Hood Wants to
See You**

79 Steps West on Fifth Street

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Tubes

Everything for the
Tourist
Road Information
Free Air and Water

Office and Salesroom
Sixth and Wall Streets
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Bureau

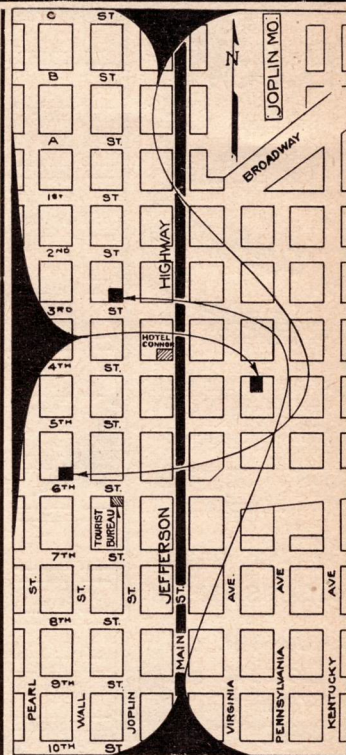
Telephone 3316

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Service
Storage

**Packard
CENTURY
AUTO CO.**

Joplin, Mo.



Ford and Lincoln Service

General Cord Tires

Automobile Accessories

JOPLIN SUPPLY CO.

3d and Joplin Sts.

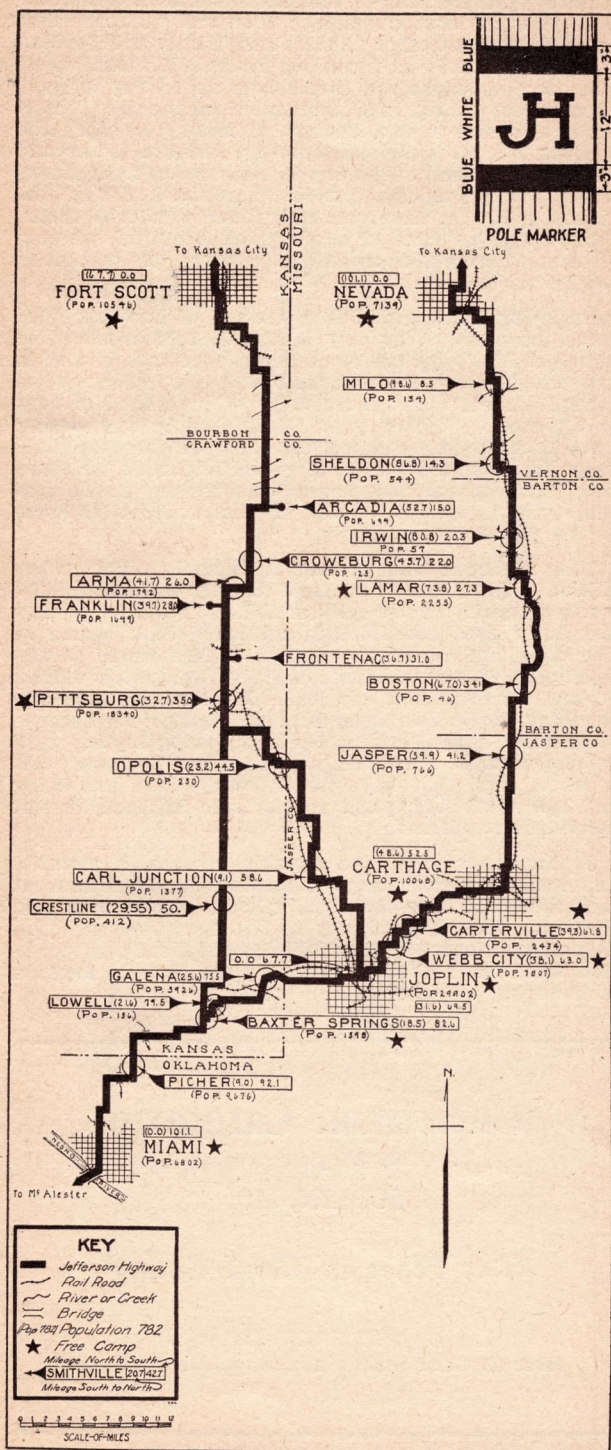
JOPLIN, MO.

Section 11

Fort Scott, Kansas, to Miami, Okla.,

67.7 miles.

Nevada, Mo., to Miami, Okla., 101.1 miles.



JOPLIN, MO.

Joplin is a city of 30,000 inhabitants, situated in the Gateway to the Ozarks—"The Land of a Million Smiles." Last year at least a hundred thousand visitors came into this playground of "Smiles and Thrills," of woodland trails and winding roads. Without exception, tourists expressed themselves as having enjoyed a wonderful outing, and commented on the fact that it did not require a vast amount of money to enjoy the beauties of this delightful country. At the towns and resorts they found swimming in clear water from gravel banks, rowing, fishing, dancing, horse-back riding, tennis and golf. On the rivers they found wonderful floats, a day's trip or that of a week, on beautiful winding streams, through a mountain country of wonderful beauty.

Radiating from Joplin is a system of hard surfaced roads unsurpassed by any in the Middle West. The principal highways are of concrete construction and in two years' time it is the intention of the Joplin Special Road District to have more miles of concrete highways in the country tributary to Joplin than in any similar area in Missouri. Connecting with the concrete highways are tributary roads of gravel and rock construction that conveniently handle the lighter traffic and enable the farmer to proceed in comfort from his home to the paved thoroughfares.

This region is now producing annually eight to ten million dollars' worth of fruit, twenty million dollars' worth of grain, twelve million dollars' worth of poultry and dairy products, thirteen million dollars' worth of live stock, and twenty-five million dollars' worth of miscellaneous factory products besides twenty-five million dollars' worth of zinc and lead. Much of the land surrounding Joplin has been held at high prices because of possible mineral value, but now, owing to the rapid development of the fruit and dairying business vast areas of land that have never been mined are being cut into small farms and are for sale in tracts to suit individual requirements.

Joplin has a mild and equable climate, a plentiful and healthful water supply, good living conditions at moderate cost, fine churches, schools, playgrounds and theatres. It is a good city to live in, and these good living conditions, together with its excellent transportation facilities, make it an ideal place for the location of factories, wholesalers and jobbers.

Christman Cafeteria

508 Virginia Ave.

JOPLIN, MO.

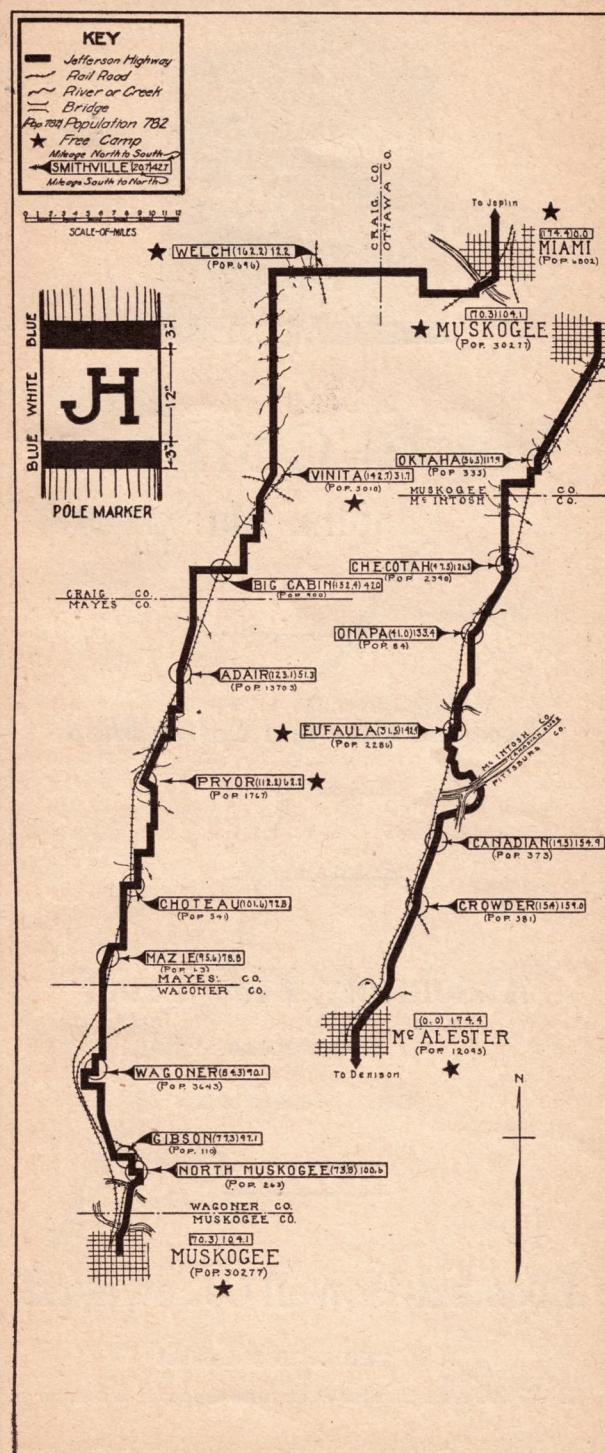
The Place of Good Eating

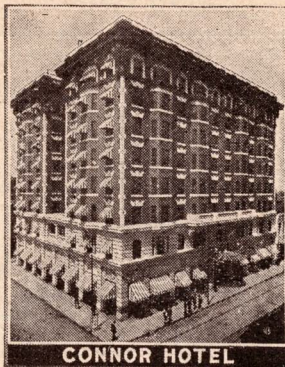
Conducted by

Mrs. A. C. Michaelis and Raymond A. Fuller

Section 12

**Miami, Okla., to McAlester, Okla.,
174.4 miles.**





Hotel Connor Joplin, Mo.

Excellent Cafe and Coffee Shop

Moderate Prices

Absolutely Fire Proof

250 Rooms

European Plan

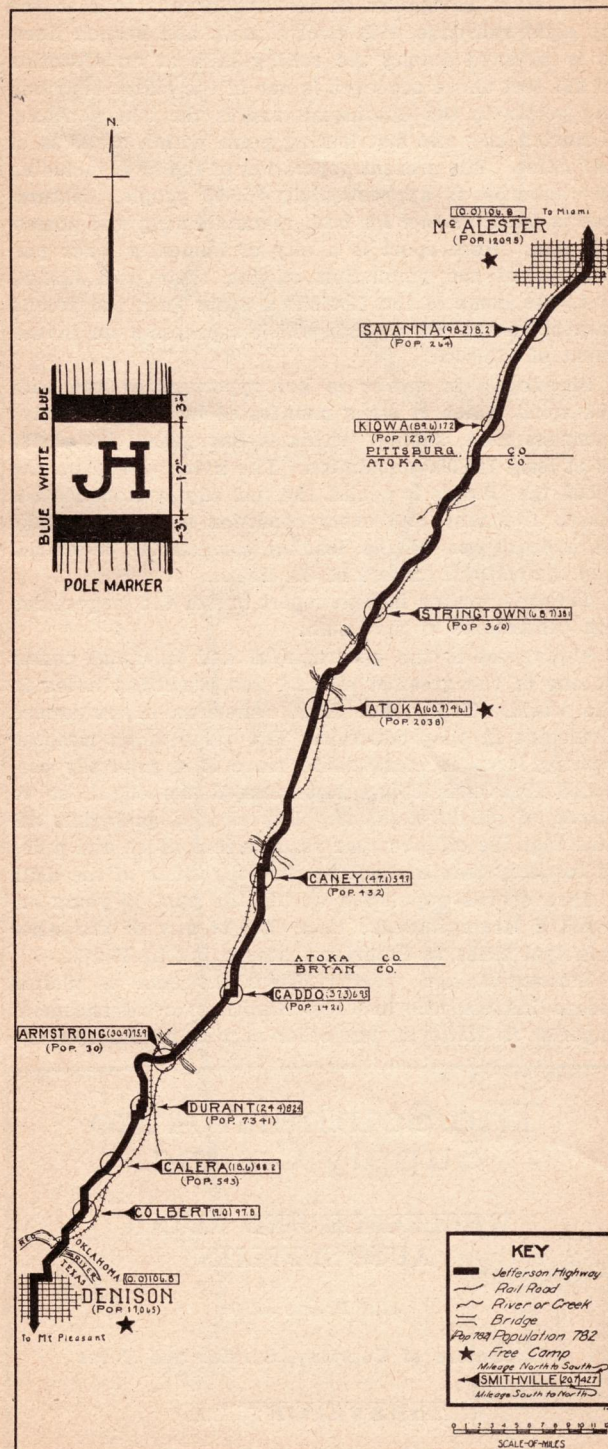
Leonard-Howell Co., owners

J. M. LEONARD, President

J. W. HOWELL, Vice-Pres. and General Manager

Section 13

McAlester, Okla., to Denison, Texas,
106.8 miles



SHREVEPORT. LA.

Shreveport is located in the northwestern part of the State of Louisiana, in the Parish of Caddo, and is at the head of navigation on the Red River. It is served by eight railroads with twelve main and branch lines. It is situated among the rolling hills at an elevation of 251 feet above sea-level, is one of the oldest distributing points in the Southwest, and is the largest manufacturing city and distributing point within a radius of 187 miles. The present population of the city, including the suburbs, is approximately 55,000 people. Natural gas is used for fuel for both manufacturing and domestic uses. Shreveport is a city of homes, a large percentage of the population owning their own homes. It is the home of the Louisiana State Fair, the second largest in the Southwest, which represents an investment of \$750,000.

Shreveport is awake to her opportunities and with the spirit which is being manifested by its progressive business men, should, within a few years, be a city of at least 100,000 population. The living conditions are ideal, the climate is genial, the fuel supply from Mother Earth abundant, and every condition is right to make Shreveport one of the leading commercial, industrial and agricultural centers of the South.

There is located in Shreveport one of the largest cotton compresses in the South.

Shreveport is the geographical and financial center of one of the greatest oil and gas producing areas in the world. Today, but three American states exceed Louisiana in oil production. The value of its mineral-bearing lands is incalculable, since it is generally conceded that capital has just rimmed the edges, so to speak, of oil development. Experienced geologists advise that the oil structure reaches into miles and miles of territory that has not yet felt the touch of the drill.

Shreveport's population during the past 10 years enjoyed a larger increase than that of any of the other principal cities in Louisiana, amounting to 56.6%.

Shreveport and vicinity offers the man of limited means inducements and opportunities for advancement superior to those of any other section of the country.

The Southern Auto
Supply Co. Inc.

WHOLESALE AND RETAIL AUTO SUPPLIES

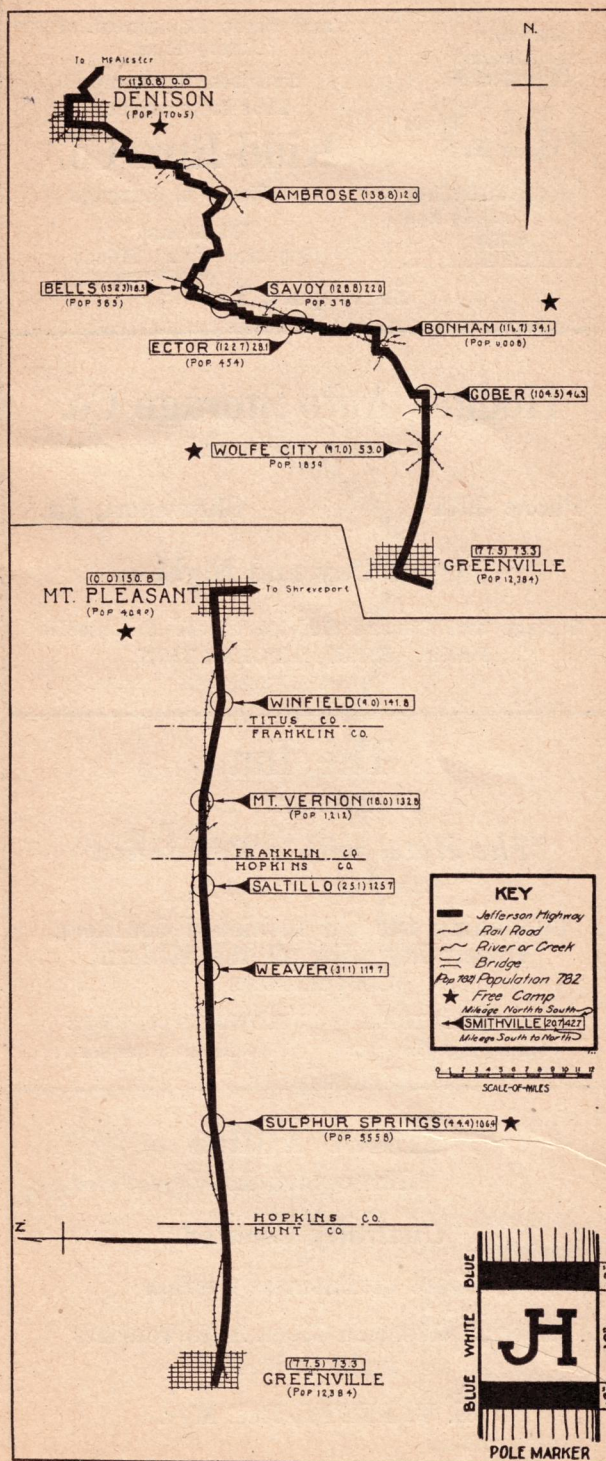
Old Phone 5010

Guarantors of Courtesy, Service and Value

SHREVEPORT, LA.

Section 14

Denison, Texas, to Mt. Pleasant, Texas,
150.8 miles.



TOURIST TENTS

Stoves
Tables
Chairs
Stools
Tents
Travelers'
Supplies
Auto Luggage
Trunks and
Bags

and Camp Equipment of
Every Kind

Tourists Welcome
Free Information

Kidd-Russ Co.

The House of Luggage

519 Milam
Opposite Court House

Shreveport, La.

Hodges Auto Storage Co.

204-6-8-10 Travis St.

Phone 3971

Shreveport, La.

Open Day and Night

Storage and General Service to the Automobile
Public. ROAD INFORMATION.

The Inn

SHREVEPORT, LA.

"The Hotel with a Reputation"

Convenient to Garages

Combining the old fashioned Southern
Hospitality with all the Modern
Conveniences

JACK TULLOS
Managing Director

HOWARD HUDSON
Resident Manager

Hotel Tullos

Shreveport, La.

Centrally Located

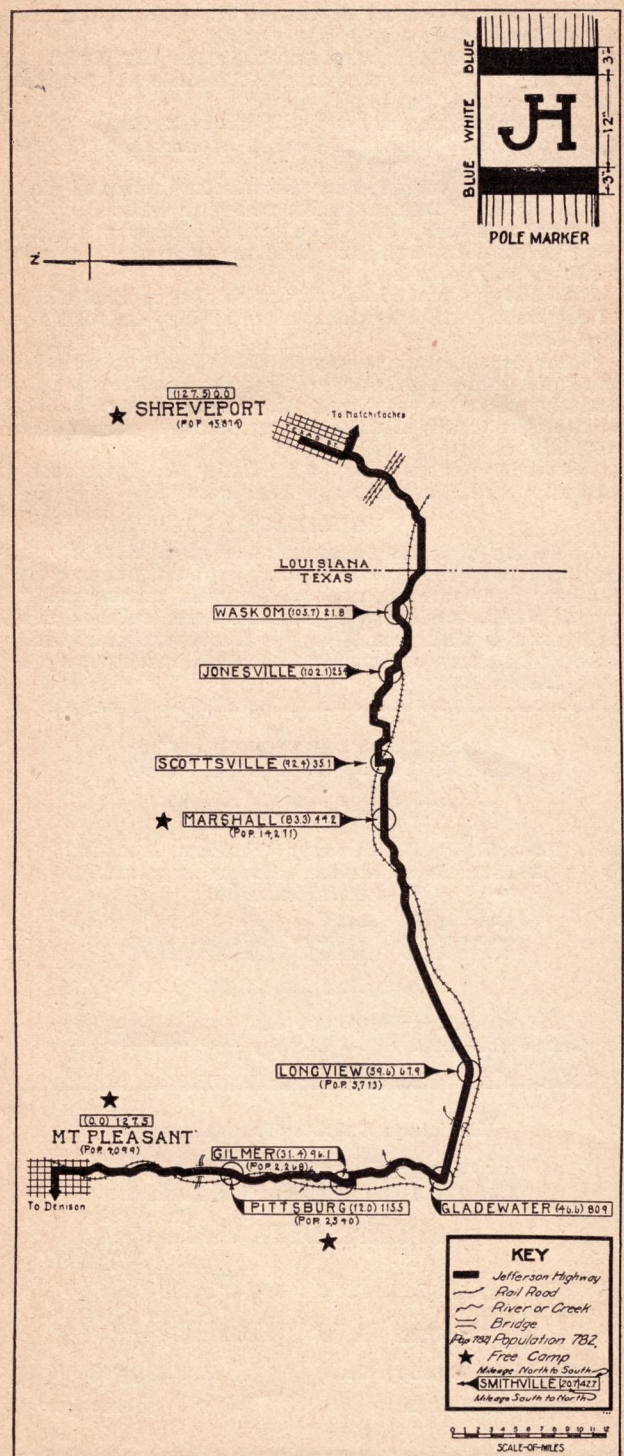
Heart of Business Section

Special Attention Given Auto Tourists
and Families

E. V. FETTY, Res. Mgr.

Section 15

Mt. Pleasant, Texas, to Shreveport, La.,
127.5 miles.



ALEXANDRIA, LA.

Alexandria, seat of Rapides parish, has a population approximating 20,000 and is surrounded by rich agricultural lands and vast timber resources.

Cotton, cane, corn and cattle are chief among the agricultural resources of this locality.

Ten lumber mills operating within the city limits offer a supply of raw material for all kinds of manufacturing plants using wood.

A farm development project has been instituted at Alexandria and lands can be had at reasonable prices and homes bought on long terms.

The country surrounding abounds in game and fish. Hot Wells, a famous health resort, is near.

Seven railroads and three trunk highways radiate from Alexandria and an excellent system of gravel roads is maintained.

Red River (navigable) separates the municipalities of Alexandria and Pineville. A free bridge connects the two cities.

There is an ideal variety to the climate of this region; the rainfall is not excessive; the winters are mild and the summers tempered. A growing season of ten months practically doubles the agricultural possibilities of this locality.

Alexandria offers every opportunity for investment, education and the pursuit of happiness.

LOUISIANA

Louisiana produces in abundance corn, rice, cotton, hay, potatoes, oats, strawberries, peanuts, sugar cane, lumber, fish, shrimp, oysters, terrapin, crabs, turtles, oyster shells, sand, gravel, petroleum, gas, sulphur, salt, and abounds with bear, deer, fur-bearing animals, duck, geese, and many other waterfowl, quail, turkeys, squirrels, rabbits, etc.

STORE WITH US

"The Tourist Car's Home"

Tires, Tubes, Vulcanizing, Washing, Greasing.
24-Hour Road Service. Expert Repairing.
Tourist Information.

Swift Tire Service

Open Day and Night

713 Third St. Telephone 933
One Block from Hotel Bentley Alexandria, La.

Louisiana Cuisine Unsurpassed

HOTEL BENTLEY

ALEXANDRIA, LA.

Absolutely Fire Proof

Rooms \$1.50 Up Per Day

The Hotel Bentley Co.,

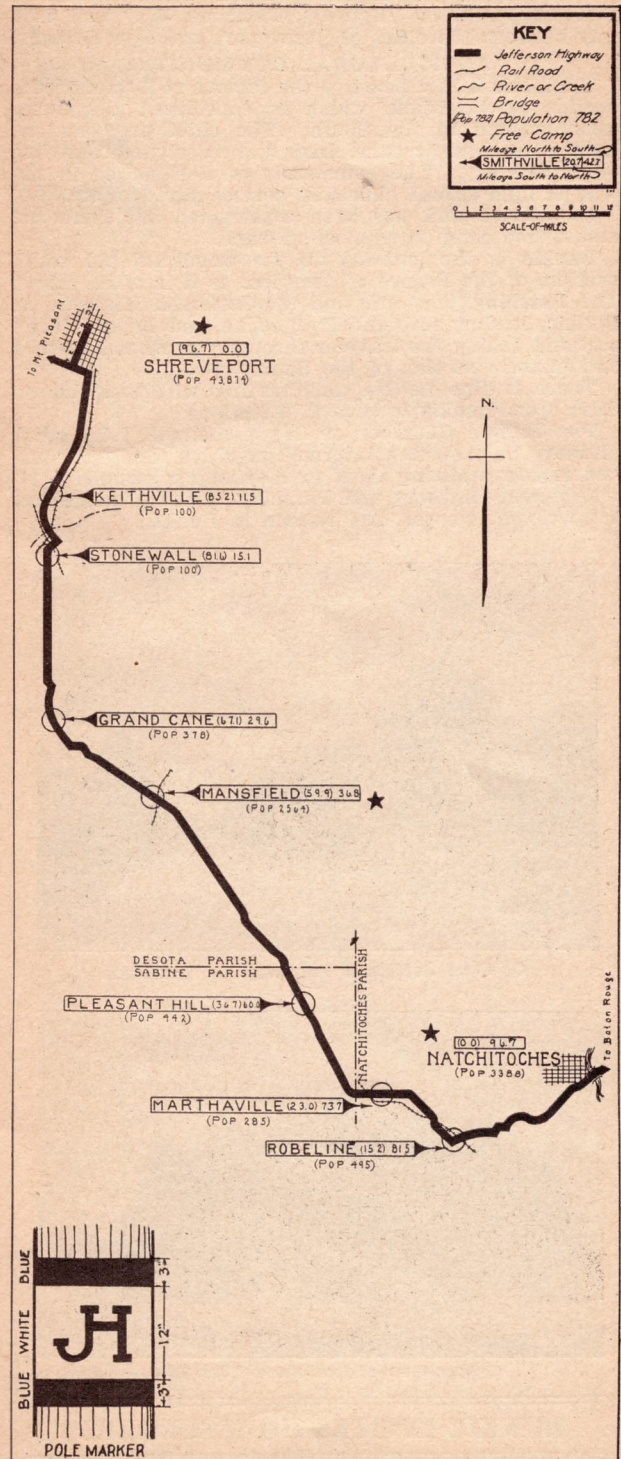
Proprietors

P. F. Appel,

Manager

Section 16

Shreveport, La., to Natchitoches, La.,
96.7 miles.



BUNKIE, LA.

(We'll tell you the origin of the name when we see you)
Population 3000. Located on the Texas & Pacific Railway, Jefferson Highway, Pershing Way and half way between the cities of Shreveport and New Orleans.

AGRICULTURAL COMMUNITY

Bunkie is in the heart of the famous red, sandy loam section of Louisiana which is considered the finest farming land in the South. The chief products are corn, cotton, sugar cane, Irish and sweet potatoes, live stock and hay. The community is well served in the way of high school, churches, service stations, etc.

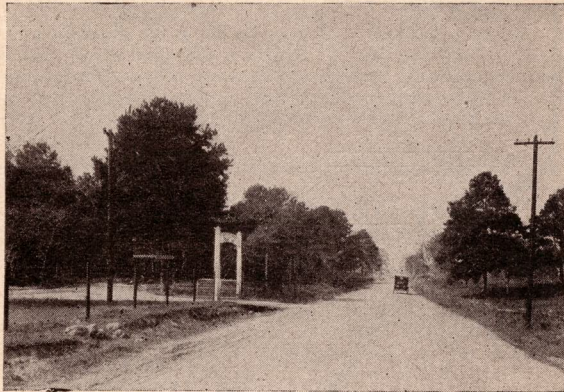
No tourist park has been constructed but there are ample free camp sites close at hand.

Bunkie is the gateway to the wonderful old south section, or the France of America, as it is often called. The Pershing Way crossing the Jefferson Highway at Bunkie, leading into the Evangeline and Bayou Teche sections, taking the traveler through the most beautiful and historic section of the South.

There is fine fishing and hunting within an hour's drive from Bunkie in several directions.

The Bunkie Chamber of Commerce will take great pleasure in providing information of all kinds to tourists and in assisting them to the fishing grounds.

Jefferson Highway and Pershing Highway neighbors are welcome to visit and remain in Bunkie.



On The Jefferson Highway In Louisiana

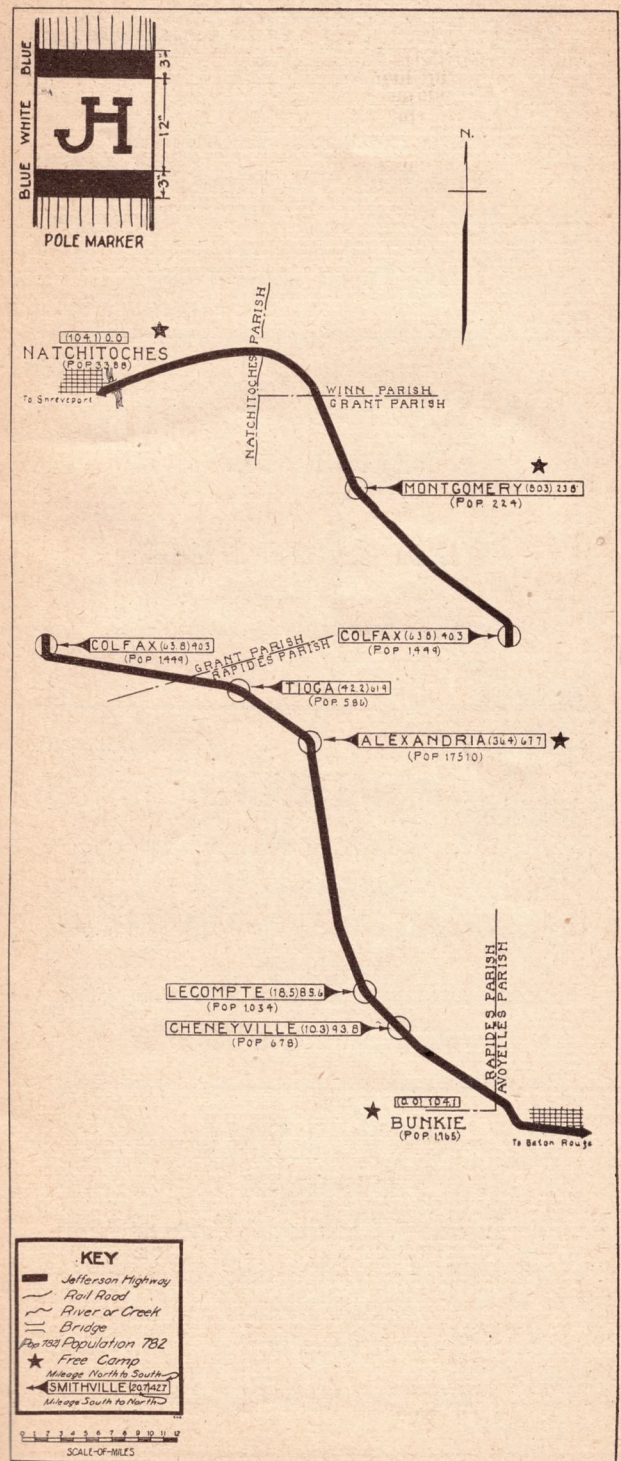


Specimen of Louisiana Live Oak

BUNKIE INVITES HOMESEEEKERS

Section 17

Natchitoches, La., to Bunkie, La.,
104.1 miles



BUNKIE INVITES HOMESEEKERS

Dupuy's Service Station

BUNKIE, LA.

Supplies and Service for Motorists

Gasoline, Oils, Greases

Ladies' Rest Room

Phone 150

Tires, Tubes, Accessories

PARAMOUNT CAFE

BUNKIE, LA.

First Class Food

Special Service to Tourists

Phone 23

Bunkie, La.

W'S DRUGS

The Leading Pharmacy

Alvin J. Deblieux, Prop.

Drugs, Sundries, Etc. Prescription Work
a Specialty

Agent Eastman Kodaks and Supplies

Service Is Our Rep

J. V. LENA

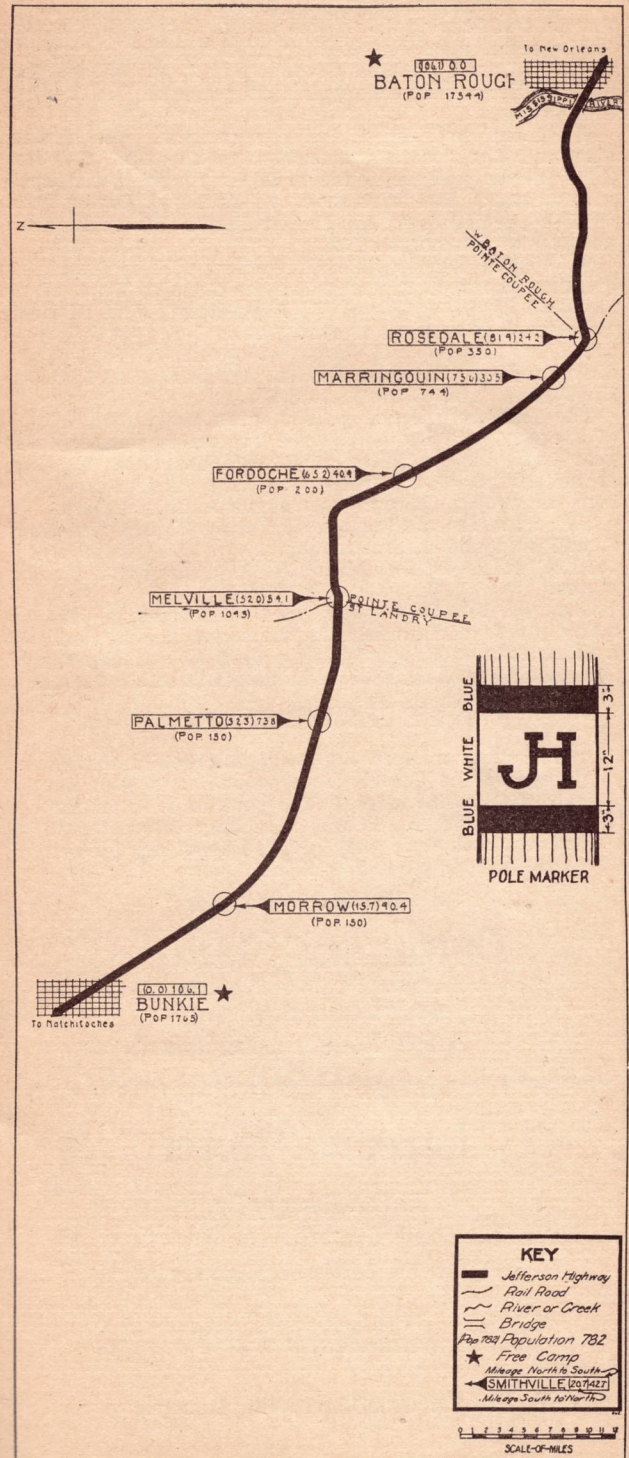
BUNKIE, LA.

*Tailor—Cleaner—Presser*Special Attention to
Tourist's Needs

Phone 90

We Call and Deliver

Section 18

Bunkie, La., to Baton Rouge, La.,
106.1 miles.

BATON ROUGE, LA.

Your trip will not be complete unless you have visited the historic city of Baton Rouge, and you must not pass through this city without having stood on the University campus to watch the river as it flows on to the Gulf of Mexico, 200 miles away. You will see majestic ocean steamers coming in and going out to all the world's ports. Baton Rouge ranks as the seventh port of the twenty-five principal ports of the United States.

We mentioned the University campus. We should also call the tourist's attention to the fact that on this campus will be found a tablet marking the spot where stood the residence of Zachary Taylor, the twelfth president of the United States, where he was notified of his nomination.

At a point nearby another marker will be found indicating the spot where stood the Spanish Fort when captured by the forces of the Republic of West Florida. This marker is near a group of buildings which are the old barracks and from this garrison floated six different flags, Bourbon, British, Spanish, West Florida, Confederate and of the United States.

The present university, located in the northern end of the city, will be transferred two miles south in the year 1925, as the State of Louisiana is now causing to be erected a new University and Agricultural College, expending thereon over seven million dollars.

The traveler should visit the state Capitol building. It will be found interesting because of its quaint architecture which is so unlike the capitols of the other states.

Good hard surface roads out of Baton Rouge lead to many places of interest, therefore you should make it a point to spend as much time here as you can spare.

WE NEVER SLEEP

The most modern fire-proof automobile storage garage in the South. Your valuables in your car can be left with safety. The gentlemen in charge, both day and night, are financially interested in the business; and they give personal supervision to the proper care of each car.

Storage capacity, 200 cars.

Downtown Storage

Corner Lafayette and Convention Streets
NEW FORD BUILDING
Baton Rouge, Louisiana

Istrouma Hotel

Baton Rouge, La.

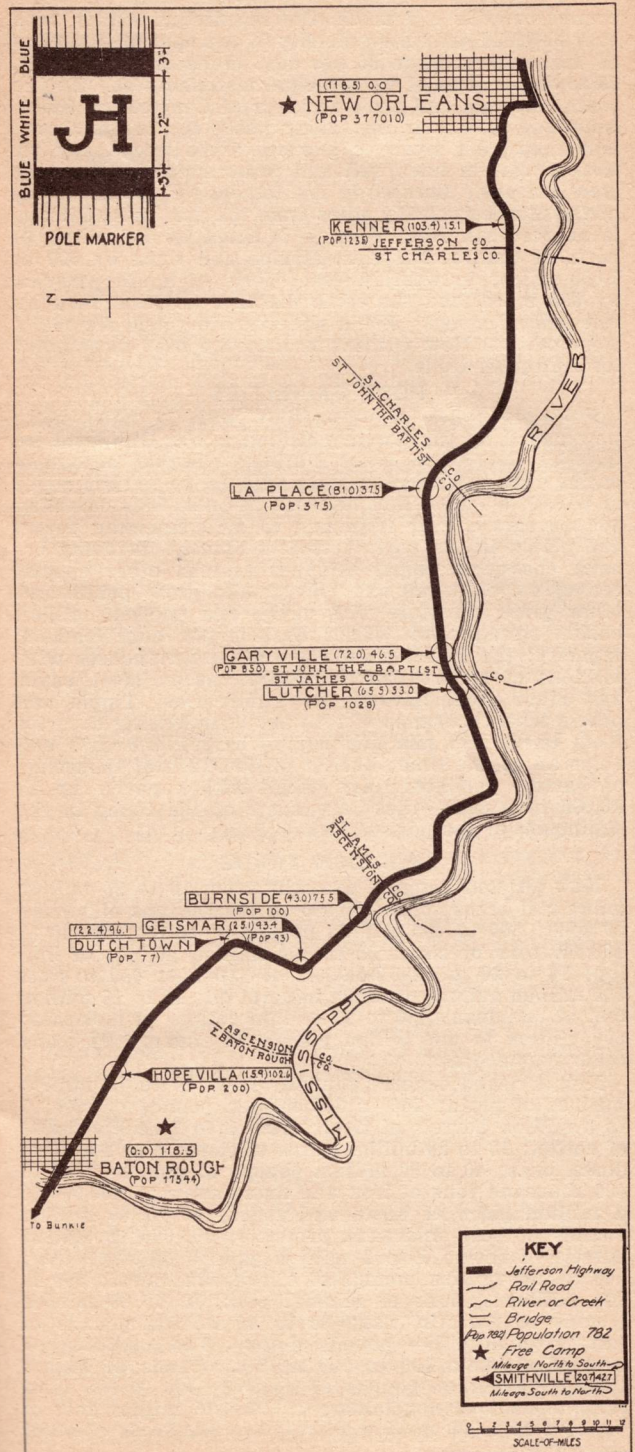
On the Jefferson Highway

Accommodations for Tourists

ALEX GROUCHY, JR., Manager

Section 19

Baton Rouge, La., to New Orleans, La.,
118.5 miles.



NEW ORLEANS, LA.

A WORLD PORT

New Orleans, the southern terminus of the International Jefferson Highway, is a natural focus for world commerce. To the north, the Mississippi Valley with easy railroad grades, producing 80 per cent of the crops of the country, 70 to 90 per cent of its chief minerals, 50 to 80 per cent of its principal manufactures. To the south, the vast and growing lands of Central and South America, with their increasing needs for our products, and their rich store of raw materials needed by us. Transportation lines, rail and water naturally focus at New Orleans. Located in the famous "Crescent" curve of the Mississippi, 110 miles from the gulf, New Orleans is nearer than New York to Panama by 600 miles, to ports of Central America, Mexico and Cuba by 600 to 1,000 miles; to western coast ports of South America by 600 miles, and the same distance as New York by rail from Chicago. For a wide territory and for many commodities, New Orleans is also the best focal point for European trade.

PORT FACILITIES

Forty-one miles of water-front, with 11 miles more now added by the Twenty Million Dollar Gulf-level Industrial Canal and Inner Harbor; wharves accommodating ninety 500-foot vessels with 30 to 70 feet depth at wharf; a Public Belt Railroad 74 miles long, handling 300,000 cars a year from and to all connecting points and plants in the port; varied equipment including banana conveyors, sugar telepher system, other special conveyors, elevators and trucks; the great public and other grain elevators with seven and one-half million bushel storage and 336,000 bushels per hour transfer capacity; the Public Cotton and other warehouses with millions of square feet for cotton, coffee, sisal, sugar and other commodities; the Public Coal Tipple and others with thousands of tons per hour loading capacity from barge and pile and car to barges and cars and ships all at one time; bunker oil facilities of thousands of barrels per hour; dry docks with capacity up to 16,000 tons each—these are some of the items in the equipment of the port of New Orleans.

FOREIGN TRADE

New Orleans imports annually from 10 to 20 million gallons of creosote oil; 50,000 to 100,000 tons of nitrate of soda; 300 to 400 million pounds of coffee; 80,000 to 100,000 tons of sisal; 50 to 100 million pounds of burlap; 18 to 20 million bunches of bananas; 600 to over 800 million gallons of crude mineral oil; 10 to 16 million feet of mahogany; 30 to 80 million gallons of molasses; 600 million to one billion pounds of sugar; and many other commodities.

New Orleans exports annually from 50 to 75 million bushels of grain; 200 to 300 million pounds of rice; 2 to 3 million barrels of flour; from 1 to 2 million bales of cotton; 10 to 20 million yards of cloth; 1 to 2 million dozen eggs; 40 to 50 million pounds of glucose; 300 to 400 thousand tons of iron and manufactures; 600,000 to a million pairs of boots and shoes; 40 to 60 million pounds of pork and pork products; 100,000 to 300,000 barrels of rosin; 1 to 2 million gallons of turpentine; 100 to 200 million pounds of oilcake and meal; 500 to 600 million gallons of mineral oils; 30 to 60 million pounds of paraffin wax; 30 to 40 million pounds of salt; 15 to 20 million pounds of soap; 2 to 3 million gallons of alcohol; 100 to 200 million pounds of sugar; 100 to 130 million pounds of tobacco; 400 to 600 thousand bushels of vegetables; 140 to 175 million feet of lumber; 10 to 20 million staves; and hundreds of other commodities.

In value and in ship capacity, New Orleans ranks second in North America in foreign commerce; in weight of cargo, second in the United States, and probably in North America, data not being available for all ports.

WHOLESALE AND RETAIL TRADE

The retail trade zone of New Orleans has a population estimated at 2,000,000, and the domestic wholesale zone is of course far wider. The annual distribution is estimated at \$1,000,000,000. New Orleans is a recognized center for groceries, dry goods, drugs and hardware for five states and for Central and South America. It is the largest market in the United States for cotton, bananas, rice and burlaps, and one of the largest for sugar, naval stores and coffee, and the largest fur market in the world in quantity handled.

TRANSPORTATION

Ample transportation facilities are found in the 12 railroads, 80 or 90 steamship lines, Federal Barge Line and other Mississippi River lines connecting New Orleans with the 13,000 miles of the Mississippi River and its tributaries, with many thousands of miles of railroads, and with all foreign countries.

New Orleans railroads handle an average of 1,200 carloads of freight a day. New Orleans waterways carry 15,000,000 tons of freight a year; while foreign cargoes total in weight half as much as New York's.

FINANCIAL STRENGTH

With buying power as shown by Federal Reserve reports amounting to over three billion dollars a year, or ten million dollars every week day of the year; or nearly twice as much as any other city in the South; with banking resources of nearly 300 million dollars; with 36 homestead associations having 46 million dollars of assets; with manufactured products from 1,200 factories in the New Orleans industrial zone, amounting to over 300 million dollars in value; and with other like assets, the financial and commercial position of New Orleans is exceedingly strong.

CLIMATE AND HEALTH

The mean temperature for the past fifty-one years for January, the lowest, is 54.4 degrees; for August, the highest, 83.3 degrees; the yearly average being 69.2 degrees. The average number of days with temperature 95 or over is 3½ in 51 years; with temperature 32 or less, 4½ days in 51 years. The climate permits building and other work and recreation of all kinds out of doors the year round.

The 1922 death rate for whites for New Orleans was less than the total death rate for Baltimore, Boston, Cincinnati, Denver, Pittsburgh and San Francisco.

New Orleans water shows only 35 parts in a billion of albuminoid ammonia, 17 bacteria per cubic centimeter, no suspended solids, no turbidity, no carbonic acid, only 100 parts in a million of dissolved solids. New Orleans has spent \$33,000,000 on water, sewerage and drainage.

POPULATION

New Orleans is the third largest city in the United States in area, and the 17th in population, with 404,575 population according to the Census Bureau estimate, of whom 67% are native white and less than 7% foreign born, 26% being negroes.

CHARM

The charm of New Orleans with its mingled French and Spanish architecture and its beautiful modern buildings, its fascinating historic heritage, its modern parks and resorts, its untold commercial possibilities, justly entitle it to be called "America's Most Interesting City."

Index of Sectional Maps

[Refer to Pages 1 and 2 for Index of Cities]

Section	Page
Section 1	
Emerson, Canada, to Thief River Falls, Minn. (106.4 m.)	3
Section 2	
Thief River Falls, Minn., to Bemidji, Minn. (120.8 m.)	5
Section 3	
Bemidji, Minn., to Little Falls, Minn. (160.4 m.)	9
Section 4	
Little Falls, Minn., to St. Paul, Minn., (107.7 m.)	11
Section 5	
Minneapolis and St. Paul, Minn., to Albert Lea, Minn. (110.8 m.)	13
Section 6	
Albert Lea, Minn., to Iowa Falls, Ia. (88.4 m.)	15
Section 7	
Iowa Falls, Ia., to Des Moines, Ia. (81.5 m.)	17
Section 8	
Des Moines, Ia., to St. Joseph, Mo. (195.2 m.)	19
Des Moines, Ia., to Cameron, Mo. (165.8 m.)	19
Section 9	
St. Joseph, Mo., to Kansas City, Mo. (63.3 m.)	21
Cameron, Mo., to Kansas City, Mo. (63.4 m.)	21
Section 10	
Kansas City, Mo., to Ft. Scott, Kan. (120 m.)	25
Kansas City, Mo., to Nevada, Mo. (107.9 m.)	25
Section 11	
Ft. Scott, Kan., to Miami, Okla. (101.1 m.)	29
Nevada, Mo., to Miami, Okla. (101.1 m.)	29
Section 12	
Miami, Okla., to McAlester, Okla. (174.4 m.)	31
Section 13	
McAlester, Okla., to Denison, Tex. (106.8 m.)	33
Section 14	
Denison, Tex., to Mt. Pleasant, Tex. (150.8 m.)	35
Section 15	
Mt. Pleasant, Tex., to Shreveport, La. (127.5 m.)	37
Section 16	
Shreveport, La., to Natchitoches, La. (96.7 m.)	39
Section 17	
Natchitoches, La., to Bunkie, La. (104.1 m.)	41
Section 18	
Bunkie, La., to Baton Rouge, La. (106.1 m.)	43
Section 19	
Baton Rouge, La., to New Orleans, La. (118.5 m.)	45

PATRONIZE OUR ADVERTISERS

The firms represented in the advertising pages of this International Guide have helped to make this pamphlet an interesting and handy reference. Tourist are asked to give these firms preference in business when visiting Jefferson Highway cities. The business firms listed herein are believed to be thoroughly reliable in every respect and will gladly assist tourists by giving information or by rendering any other courtesy or service desired by the traveller. You are invited to call on them.

This Map and Guide
Through the Free Touring Information Service
Operated by
THE AUTOMOBILE CLUB OF ST. PAUL

All-the-Year Vacation Route of America
From Pine to Palm

JEFFERSON HIGHWAY

(International)

System of Pole Marking for Guiding the Traveler

The standard marking of the Jefferson Highway is made up of two (2) blue bands each three (3) inches wide and one (1) white band twelve (12) inches wide, the white band occupying the central position. Stencilled on the white band in two places on the pole are the black letters "J. H."

At intersecting roads on a straight-a-way, two poles are marked each side of the intersecting road.

About one-fourth ($\frac{1}{4}$) mile each way from an intersecting road, one pole is marked as a confirmation to the traveler that he is traveling on the correct route.

At turns in the road a large black letter is placed on the white band of the marking showing "R" for right hand turn or "L" for a left hand turn. Two poles are marked each way from the turn.

To warn of dangerous points in the Highway, a large black letter "D" is shown on the white band of the marking about 200 feet away from the danger point.

Railroad crossings are indicated by a large black letter "X" on the white band of the marking, one mark being placed about 200 feet each way from the railroad.

In the country the marks are placed five (5) feet above the ground while in the cities and towns they are placed seven (7) feet above the ground.